

# **PUBLIC FILE**

**KDND-FM**  
**Sundays, 6:00A-7:00A**

**PUBLIC FILE**

*Host: Kat Maudru*

Locally produced news and public affairs magazine show featuring in-depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.

**PUBLIC FILE**  
**ASCERTAINED COMMUNITY ISSUES**

1. ***EDUCATION***, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. ***ECONOMY***, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. ***GOVERNMENT***, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. ***HEALTH***, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. ***ENVIRONMENT, ENERGY AND TRANSPORTATION***, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. ***MINORITIES/WOMEN/AGING***, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. ***CRIME***, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. ***DRUG ABUSE***, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. ***HOUSING***, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
10. ***YOUTH/FAMILY***, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION**

**Issue:** Talking to Teens About Sex  
**Program:** Public File  
**Date:** July 4, 2004  
**Time:** 6:00A-6:30P

**Description:** In 1999, half of all high school students reported having sex. About 1 million teens between 15 and 19 get pregnant each year. Sex is a hard topic for many people to talk about but as the most powerful influence in a child's life, it is vitally important that parents talk to their kids about sex. Studies show that children who talk with their parents about sex are more likely to delay having sex. Everyone is doing it! Suggestions for talking with teens about sex include focusing, listening and encouraging further conversation. It is also important for parents to share their values and opinions with kids. Sex education is a process, not a one-time talk.

**Issue:** Humane Animal Treatment  
**Program:** Public File  
**Date:** July 4, 2004  
**Time:** 6:00A-6:30A

**Description:** The mission of the Placer SPCA is to prevent cruelty to animals, relieve animal suffering and ensure animal welfare, provide humane and animal care education, encourage and support the humane-animal bond in our community, and encourage participation by all in a cooperative, on-going manner. The vision of the Placer SPCA is that every adoptable pet in Placer County has a home, every lost pet in Placer County is reunited with its owner, low-cost spaying and neutering is available for all cats and dogs, and that every animal is treated with kindness and respect. Programs include behavior education, a food assistance program, a spay and neuter assistance program, a youth for animals club, vaccinations and micro-chipping, a lost and found and a humane kids camp.

**Issue:** Local Tourism  
**Program:** Public File  
**Date:** July 18, 2004  
**Time:** 6:30A-7:00A

**Description:** The Sacramento Convention & Visitors Bureau seeks to strengthen positive awareness of the city and county of Sacramento as a convention and visitor destination to increase revenues and stimulate economic development and growth for the community. Visitors spend approximately \$1.3 in Sacramento annually. The tourism industry supports project developments that provide education and entertainment opportunities and create thousands of well-paying jobs. Tourism also helps fuel significant increases in tax revenues which are invested back into improving neighborhoods, parks, city infrastructure and children's programs. Rush Days celebrates Sacramento's heritage and history like no other event in the region. It serves as a live history lesson, re-enacting Sacramento life in the mid 1800's. The excitement of the California gold rush is brought to life as Old Sacramento is transformed into a scene from the 1850's. Daily themes educate and entertain visitors with the many activities and events that shaped life during the gold rush.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

Issue: **Neighborhood Safety**  
Program: Public File  
Date: July 25, 2004  
Time: 6:00A-6:30A

Description: The 21<sup>st</sup> Annual National Night Out (NNO), a unique crime/drug prevention event sponsored by the National Association of Town Watch is scheduled for Tuesday, August 3, 2004. Last year's National Night Out campaign involved citizens, law enforcement agencies, civic groups, businesses, neighborhood organizations and local officials from over 10,000 communities from all 50 states, US territories, Canadian cities and military bases worldwide. In all, over 34 million people participated in NNO 2003. NNO is designed to heighten crime and drug prevention awareness, generate support for, and participation in, local anti-crime programs, strengthen neighborhood spirit and police-community partnerships, and send a message to criminals letting them know that neighborhoods are organized and fighting back. Along with the traditional display of outdoor lights and front porch vigils, cities, towns and neighborhoods celebrate NNO with a variety of events and activities such as block parties, cookouts, visits from local police and sheriff departments, parades, exhibits, flashlight walks, contests, and youth programs. NNO has proven to be an effective, inexpensive and enjoyable program to promote neighborhood spirit and police-community partnerships in our fight for a safer nation.

Issue: **Women Peace Activists**  
Program: Public File  
Date: August 1, 2004  
Time: 6:30A-7:00A

Description: Sacramento Area Peace Action is an all-volunteer grass roots organization that works to educate and mobilize the public to change U.S., foreign, military and domestic policy to end the development, use, production and sale of weapons of mass destruction, stop US military intervention against other nations and peoples, respect the entitlement of all people to decent livelihood, self-determination and human rights, and promote peace through international and domestic economic social and political justice. The 18<sup>th</sup> Annual August Women's Peace Event will be held at Sacramento City College. The program features Inga Olson, Tri-Valley CARES, who will speak about their monitoring of the nuclear weapons work at the Lawrence Livermore and Sandia Livermore Labs, presentation of art and experiences of survivors, the Japanese Folk Dance Group Sakura Minuo Dookookai, and singer-songwriter Suzan Tobin.

Issue: **Adoption Choices**  
Program: Public File  
Date: August 8, 2004  
Time: 6:30A-7:00A

Description: Chicks in Crisis, Inc. is a non-profit agency to provide emergency assistance to women who are facing unplanned / unwanted pregnancy, who may or may not already have young children and are in crisis situations. It is the goal of CIC to provide options for these women and to prevent incidences of infant abandonment and death and to improve the chances of having healthy babies. Through transitional housing, medical / prenatal care, facilitation of open adoption services, life skill training and the development of job skills, CIC will assist women in making responsible choices and decisions for themselves and their children. CIC operates and supports a non-profit housing facility known as The House of Hope. This facility provides free services to women and their children in the following areas: adoption facilitation services, medical treatment, housing assistance and referrals, food and clothing, education assistance, child care assistance and referrals, free or low cost parenting and co-parenting classes, legal guidance in Family Law, employment guidance and transportation arrangements. The House of Hope houses birth mothers awaiting adoptive families and/or homeless women with children. From this central location, all mothers and their children are transported to necessary medical, nutritional, educational, employment, parenting classes, work and court appointments, if needed.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION (Cont'd)**

**Issue:** Education Film Viewing / Non-Profit Fund Raising  
**Program:** Public File  
**Date:** August 15, 2004  
**Time:** 6:00A-6:30A

**Description:** There are currently more than 220 IMAX Theaters in operation in 28 countries, with more than 160 films in the mediums film library. Both educational and entertaining, the films take viewers where they are unable to go... to explore the hidden secrets of natural wonders like the Grand Canyon, the inside of an atom or the magic of space. Educational partnership programs include the School Train, which includes a docent led tour of the Central Pacific Passenger Station in Old Sacramento and a viewing of the IMAX film Adventures in Wild California. Cinema Science combines the visual impact of an IMAX film with the hands-on learning conducted by Mad Science. The California Trilogy includes a tour of the State Capitol, a visit to the California Golden State Museum and the IMAX film Adventures in Wild California. Other educational films include Africa: the Serengeti, Mysteries of Egypt, Destiny in Space, Dolphins and Journey into Amazing Caves. The IMAX also offers fund raising opportunities for non-profit organizations.

**Issue:** After School Program for Local Children  
**Program:** Public File  
**Date:** August 17, 2004  
**Time:** 6:30A-7:00A

**Description:** The Roseville Police Activities League is a non-profit organization that provides recreational and educational activities for the area's youth at low or no cost. The police department concentrates on prevention and addressing issues that lead to juvenile crime before it actually occurs. Developing strong relationships with kids in the community helps build respect for those who wear the badge and trust in a child, making crime prevention a reality. RPAL is the unique organization focused on building these relationships by involving the community's youth in positive activities with positive role models. Police officers and volunteers coach and assist children in programs such as pottery, photography, boxing, drawing, golf and many more. Besides being fun and educational, the programs address social issues such as peer pressure, emotional insecurity and academic problems.

**Issue:** Emergency Housing  
**Program:** Public File  
**Date:** August 22, 2004  
**Time:** 6:30A-7:00A

**Description:** SAEHC serves more than 1500 community members each month. They provide temporary emergency shelter, meals, transportation, health services and clothing within the limit of available resources. The length of stay can be up to 60 days and is determined by need and a client's ability to function within shelter rules. Services include counseling and case work services, substance abuse counseling, assistance in locating permanent housing and leased transitional housing program for families needing to re-establish credit. Medical referral and medical care for children is also provided, as is information and referral and workshops in parenting and money management for residents. Homeless Education services are offered at Parker Avenue School, while Sacramento City Unified School District offers Homeless Education services for grades 1 through 12, with Head Start for ages 4 through kindergarten.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

**Issue:** **Mentoring At-Risk Children**  
**Program:** Public File  
**Date:** September 12, 2004  
**Time:** 6:30A-7:00A

**Description:** Many children today come to school as composites of the broken pieces of their lives – divorce, homelessness, mental illness, abuse, and neglect from adults. Many face the realities of crime, drugs and gangs on a daily basis. Today, more than ever, students need the support of caring adults to build a bridge to a brighter future and help their spirits soar towards lives of success. The Student Buddy program provides this needed support for our community's most vulnerable children by connecting together caring adults with children who need the extra care and guidance of those who can reach out and give a hand in need. The program matches volunteers with students who are at extreme risk of dropping out of school due to the challenges of parental substance abuse, unemployment and/or family homelessness. Children participating in the program range in age from 5-18 years old, most live in single parent families. Often the children live in severe poverty. All are waiting to have the caring and supportive relationship of a positive adult role model in their lives. Proceeds from the 10<sup>th</sup> Annual California Brewer's Festival, presented by the Rotary Club of Point West, benefit the Student Buddy Program.

**Issue:** **Paganism**  
**Program:** Public File  
**Date:** September 19, 2004  
**Time:** 6:30A-7:00A

**Description:** The Pagan Pride Project is a non-profit organization. The primary purpose of this corporation shall be the advancement of religion and elimination of prejudice and discrimination based on religious beliefs. They try to keep their purpose balanced through the inspirations of air, fire, water and earth. Air: Education. They are never going to be able to practice their spiritual paths openly if they don't give the public accurate information about what they do and do not do. Fire: Activism. People aren't necessarily going to go out of their way to find out what Pagans really do. They have to have the courage to act on our convictions and do what we need to do. Water: Charity. They know that what they do returns to them. They need to demonstrate this by offering compassion to communities where it is needed. When they share their own abundance, they show that they trust the Gods to share abundance with them in return. Earth: Community. They are never going to be able to practice openly if they don't know anyone else in the local Pagan communities. They need to weave networking webs in their cities, towns and rural areas. They need these webs to support one another. That support will also show those who would restrict their practice that they are not just a few isolated wackos, but are a growing congregation of people who adhere to a faith that, while different, is as valid as their own.

**Issue:** **Healthy Eating**  
**Program:** Public File  
**Date:** September 26, 2004  
**Time:** 6:00A-6:30A

**Description:** The California 5 A Day For Better Health! Campaign, as part of the California Nutrition Network for Healthy, Active Families, works with local, state and national partners to build healthy communities. Specifically, the California 5 Day For Better Health campaign empowers low-income Californians to consume 5 to 9 servings of fruits and vegetables and enjoy at least 30 minutes of physical activity a day for adults and 60 minutes a day for children. It facilitates behavior change by educating low-income consumers directly through multiple venues, enabling organizations and communities to create policies that make 5 A Day and physical activity more accessible. The campaign encourages participation in federal nutrition assistance programs among those who are eligible. And, finally the California 5 A Day campaign promotes fruit and vegetable consumption and physical activity in an effort to reduce the risk of chronic disease, such as heart disease, cancer, hypertension, stroke, diabetes and obesity.

## **ISSUES / PROGRAMS LIST**

### **ECONOMY**

**Issue:** Local Tourism  
**Program:** Public File  
**Date:** July 18, 2004  
**Time:** 6:30A-7:00A

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**Issue:** Local Tourism / Wine Making  
**Program:** Public File  
**Date:** September 12, 2004  
**Time:** 6:00A-6:30A

**Description:** The Grape Escape brings together eight counties to spotlight the Sacramento region's award-winning wineries and to celebrate wine country touring and local cuisine. Home to one of California's oldest wine-producing areas, vineyards and wineries first flourished in the Sacramento region during the Gold Rush era. A century later, in the 1970's a renaissance in the growth of premium vineyards and wineries began. Ever since, the area has produced countless varieties of award-winning wines that rival the region's more famous cousins in the Napa Valley. The Sacramento Convention and Visitors Bureau, along with their partnering counties, are pleased to announce the return of the 2<sup>nd</sup> Annual Grape Escape event. Last year's event featured 55 regional wineries and 20 local restaurants serving tastings to more than 3,500 attendees. Designed to spotlight the Capital Region's wineries and restaurants, the event will feature wine tasting, food pairings, a chef challenge and wine seminars, live entertainment, wine sales from our featured wineries and cooking demonstrations.



## ISSUES / PROGRAMS LIST

### GOVERNMENT

**Issue:** Obtaining Accurate Medical Information  
**Program:** Public File  
**Date:** July 18, 2004  
**Time:** 6:00A-6:30A

**Description:** The Medical Board of California is the state agency that licenses medical doctors, investigates complaints, disciplines those who violate the law, conducts physician evaluations, and facilitates rehabilitation where appropriate. The Board performs similar functions for affiliated healing arts professions including registered dispensing opticians, spectacle lens dispensers, contact lens dispensers, licensed midwives, and research psychoanalysts. Services include complaint information, physicians and medical marijuana, choosing a doctor, internet prescription information, patient access to medical records, physician license information, and protecting the privacy of patients health information.

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### GOVERNMENT (Cont'd)

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Date: August 1, 2004  
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## ISSUES / PROGRAMS LIST

### HEALTH

**Issue:** Talking to Teens About Sex  
**Program:** Public File  
**Date:** July 4, 2004  
**Time:** 6:00A-6:30P

**Description:** In 1999, half of all high school students reported having sex. About 1 million teens between 15 and 19 get pregnant each year. Sex is a hard topic for many people to talk about but as the most powerful influence in a child's life, it is vitally important that parents talk to their kids about sex. Studies show that children who talk with their parents about sex are more likely to delay having sex. Everyone is doing it! Suggestions for talking with teens about sex include focusing, listening and encouraging further conversation. It is also important for parents to share their values and opinions with kids. Sex education is a process, not a one-time talk.

**Issue:** Compulsive Gambling  
**Program:** Public File  
**Date:** July 11, 2004  
**Time:** 6:30A-7:00A

**Description:** Compulsive gambling is an illness, progressive in its nature, which can never be cured, but can be arrested. Before coming to Gamblers Anonymous, many compulsive gamblers thought of themselves as morally weak, or at times, just plain 'no good'. The Gamblers Anonymous concept is that compulsive gamblers are really very sick people who can recover if they will follow to the best of their ability a simple program that has proved successful for thousands of other men and women with a gambling or compulsive gambling problem. The compulsive gambler needs to be willing to accept the fact that he or she is in the grip of a progressive illness and has a desire to get well. The Gamblers Anonymous program will always work for any person who has a desire to stop gambling. However, it will never work for the person who will not face squarely the facts about this illness.

**Issue:** Organ Donations  
**Program:** Public File  
**Date:** July 11, 2004  
**Time:** 6:30A-7:00A

**Description:** Golden State Donor Services is authorized by the Federal Government to accept anatomical gifts for transplantation and research. The agency is dedicated to meeting the needs of the community by providing families the option of organ and tissue donation for transplantation. In the 11 county Northern California area the organization serves, approximately 400 people now wait for an organ transplant. Last year, however, only 44 people in the region donated one or more organs upon death. Currently, in the United States, more than 72,000 people wait for an organ transplant. One third of them will die waiting for a transplant. GSDS goal is to increase the number of donations in our community and across the country. Under ideal conditions, one donor can supply as many as 8 organs. Transplantation is no longer considered experimental. It is a desired treatment for thousands with end-stage organ disease. Each year, more than 500,000 Americans receive tissue transplants and approximately 20,000 receive organ transplants. All religions support donation and consider it a gift, an act of charity

## ISSUES / PROGRAMS LIST

### HEALTH (Cont'd)

**Issue:**           **Obtaining Accurate Medical Information**  
**Program:**       Public File  
**Date:**           July 18, 2004  
**Time:**           6:00A-6:30A

**Description:**   The Medical Board of California is the state agency that licenses medical doctors, investigates complaints, disciplines those who violate the law, conducts physician evaluations, and facilitates rehabilitation where appropriate. The Board performs similar functions for affiliated healing arts professions including registered dispensing opticians, spectacle lens dispensers, contact lens dispensers, licensed midwives, and research psychoanalysts. Services include complaint information, physicians and medical marijuana, choosing a doctor, internet prescription information, patient access to medical records, physician license information, and protecting the privacy of patients health information.

**Issue:**           **West Nile Virus**  
**Program:**       Public File  
**Date:**           July 25, 2004  
**Time:**           6:30A-7:00A

**Description:**   West Nile virus is a disease transmitted to humans, birds, horses and other animals by infected mosquitoes. While it has not been detected in the Sacramento County area, it is expected to arrive soon. Mosquitoes get the virus from infected birds while taking blood, and can later transmit it during subsequent blood feeding. WNV can cause encephalitis (inflammation of the brain) in humans and horses. Severe infections may include neck stiffness, disorientation, coma, tremors, convulsions, muscle weakness, paralysis, and, rarely, death. Vector control technicians at the Sacramento/Yolo Mosquito & Vector Control District are working diligently to reduce mosquito populations, using sound integrated pest management techniques. To help with mosquito efforts, residents can eliminate any unnecessary standing water on property where mosquitoes might develop, make certain roof gutters drain properly and remove any standing water, especially from flat roofs, clean out pet water bowls, birdbaths, plant saucers, etc. at least weekly, and keep swimming pools clean and free of water on covers.

**Issue:**           **Adoption Choices**  
**Program:**       Public File  
**Date:**           August 8, 2004  
**Time:**           6:30A-7:00A

**Description:**   Chicks in Crisis, Inc. is a non-profit agency to provide emergency assistance to women who are facing unplanned / unwanted pregnancy, who may or may not already have young children and are in crisis situations. It is the goal of CIC to provide options for these women and to prevent incidences of infant abandonment and death and to improve the chances of having healthy babies. Through transitional housing, medical / prenatal care, facilitation of open adoption services, life skill training and the development of job skills, CIC will assist women in making responsible choices and decisions for themselves and their children. CIC operates and supports a non-profit housing facility known as The House of Hope. This facility provides free services to women and their children in the following areas: adoption facilitation services, medical treatment, housing assistance and referrals, food and clothing, education assistance, child care assistance and referrals, free or low cost parenting and co-parenting classes, legal guidance in Family Law, employment guidance and transportation arrangements. The House of Hope houses birth mothers awaiting adoptive families and/or homeless women with children. From this central location, all mothers and their children are transported to necessary medical, nutritional, educational, employment, parenting classes, work and court appointments, if needed.

## ISSUES / PROGRAMS LIST

### HEALTH (Cont'd)

Issue: **Emergency Housing**  
Program: Public File  
Date: August 22, 2004  
Time: 6:30A-7:00A

Description: SAEHC serves more than 1500 community members each month. They provide temporary emergency shelter, meals, transportation, health services and clothing within the limit of available resources. The length of stay can be up to 60 days and is determined by need and a client's ability to function within shelter rules. Services include counseling and case work services, substance abuse counseling, assistance in locating permanent housing and leased transitional housing program for families needing to re-establish credit. Medical referral and medical care for children is also provided, as is information and referral and workshops in parenting and money management for residents. Homeless Education services are offered at Parker Avenue School, while Sacramento City Unified School District offers Homeless Education services for grades 1 through 12, with Head Start for ages 4 through kindergarten.

Issue: **Emergency Assistance**  
Program: Public File  
Date: August 29, 2004  
Time: 6:00A-6:30A

Description: Created by a paramedic with nearly 25 years of experience in emergency care, Rescue Blue provides the specific and comprehensive information needed by paramedics, law enforcement, firefighters, and child protective services at the scene of an emergency. This information usually is not readily available, leaving emergency response personnel and hospitals unable to administer proper care or notify loved ones. Rescue Blue includes personal information as well as emergency contacts to make a positive identification of patients. This allows for notification of loved ones during an emergency. All too often, accident victims lie unknown in trauma centers for hours or even days. Rescue Blue helps to ensure that loved ones are notified quickly and reunited after an accident. Rescue Blue is committed to raising awareness among emergency agencies throughout the nation.

Issue: **Recovery from Substance Abuse**  
Program: Public File  
Date: August 29, 2004  
Time: 6:30A-7:00A

Description: Alcohol addiction and drug addiction continue to challenge our nation. Addiction to alcohol or drugs destroys family ties, friendship, ambition, and moral conviction, and reduces the richness of life to a single destructive desire. National Alcohol and Drug Addiction Recovery Month (September) seeks to remind all Americans, particularly those who struggle with alcohol or drug addiction, that recovery is possible. For the addicted, the fight is an ongoing struggle for their own lives. The process of treatment and recovery is personal, and each individual's treatment needs are different. And as a result, treatment programs must address a wide range of physical, mental, emotional and spiritual needs. When properly tailored, alcohol and drug addiction treatment can be very effective. In California, 300,000 individuals are admitted for treatment every year.

## ISSUES / PROGRAMS LIST

### HEALTH (Cont'd)

**Issue:** **Eating Disorders**  
**Program:** Public File  
**Date:** September 19, 2004  
**Time:** 6:00A-6:30A

**Description:** Overeaters Anonymous is a fellowship of individuals who, through shared experience, strength and hope are recovering from compulsive overeating. They welcome everyone who wants to stop eating compulsively. There are no dues or fees for membership. We are self-supporting through our own contributions, neither soliciting nor accepting outside donations. OA is not affiliated with any public or private organization, political movement, ideology, or religious doctrine. They take no position on outside issues. Their primary purpose is to abstain from compulsive overeating and to carry this message of recovery to those who still suffer. Unlike other organizations, OA is not just about weight loss, obesity or diets, it addresses physical, emotional and spiritual well-being. It is not a religious organization and does not promote any particular diet. To address weight loss, OA encourages members to develop a food plan with a health care professional and a sponsor.

**Issue:** **Healthy Eating**  
**Program:** Public File  
**Date:** September 26, 2004  
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**Description:** The California 5 A Day For Better Health! Campaign, as part of the California Nutrition Network for Healthy, Active Families, works with local, state and national partners to build healthy communities. Specifically, the California 5 Day For Better Health campaign empowers low-income Californians to consume 5 to 9 servings of fruits and vegetables and enjoy at least 30 minutes of physical activity a day for adults and 60 minutes a day for children. It facilitates behavior change by educating low-income consumers directly through multiple venues, enabling organizations and communities to create policies that make 5 A Day and physical activity more accessible. The campaign encourages participation in federal nutrition assistance programs among those who are eligible. And, finally the California 5 A Day campaign promotes fruit and vegetable consumption and physical activity in an effort to reduce the risk of chronic disease, such as heart disease, cancer, hypertension, stroke, diabetes and obesity.

**Issue:** **Dogs in the Ruff Golf Tournament**  
**Program:** Public File  
**Date:** September 26, 2004  
**Time:** 6:30A-7:00A

**Description:** Canine Companions for Independence has pioneered the concept of training dogs to assist people with disabilities. CCI provides assistance dogs free of charge to people with developmental or physical disabilities who can demonstrate that a Canine Companion will enhance their independence or quality of life. All expenses of breeding, raising, and training a Canine Companion is funded through private donations. Types of assistance teams include services teams B adults and adolescents with physical disabilities whose dogs perform tasks such as pulling wheelchairs and retrieving items, skilled companion teams B a person with physical, developmental or emotional disabilities, a primary caretaker and a canine companion, facility teams B adults who work as rehabilitation professionals or caregivers who utilize a canine to improve the emotional/mental health of those in their care, and hearing teams B adults who are hard of hearing who use a canine to alert them to sounds such as doorbells, alarm clocks and smoke alarms.

## ISSUES / PROGRAMS LIST

### ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: **West Nile Virus**  
Program: Public File  
Date: July 25, 2004  
Time: 6:30A-7:00A

Description: West Nile virus is a disease transmitted to humans, birds, horses and other animals by infected mosquitoes. While it has not been detected in the Sacramento County area, it is expected to arrive soon. Mosquitoes get the virus from infected birds while taking blood, and can later transmit it during subsequent blood feeding. WNV can cause encephalitis (inflammation of the brain) in humans and horses. Severe infections may include neck stiffness, disorientation, coma, tremors, convulsions, muscle weakness, paralysis, and, rarely, death. Vector control technicians at the Sacramento/Yolo Mosquito & Vector Control District are working diligently to reduce mosquito populations, using sound integrated pest management techniques. To help with mosquito efforts, residents can eliminate any unnecessary standing water on property where mosquitoes might develop, make certain roof gutters drain properly and remove any standing water, especially from flat roofs, clean out pet water bowls, birdbaths, plant saucers, etc. at least weekly, and keep swimming pools clean and free of water on covers.

Issue: **Women Peace Activists**  
Program: Public File  
Date: August 1, 2004  
Time: 6:30A-7:00A

Description: Sacramento Area Peace Action is an all-volunteer grass roots organization that works to educate and mobilize the public to change U.S., foreign, military and domestic policy to end the development, use, production and sale of weapons of mass destruction, stop US military intervention against other nations and peoples, respect the entitlement of all people to decent livelihood, self-determination and human rights, and promote peace through international and domestic economic social and political justice. The 18<sup>th</sup> Annual August Women's Peace Event will be held at Sacramento City College. The program features Inga Olson, Tri-Valley CARES, who will speak about their monitoring of the nuclear weapons work at the Lawrence Livermore and Sandia Livermore Labs, presentation of art and experiences of survivors, the Japanese Folk Dance Group Sakura Minuo Dookookai, and singer-songwriter Suzan Tobin.

Issue: **Coastal Clean-Up**  
Program: Public File  
Date: August 15, 2004  
Time: 6:30A-7:00A

Description: Following the lead of the state of Oregon, California organized its first Coastal Clean-Up Day in 1985. Since then, the idea for the event has spread throughout the nation and internationally with participation by all 50 states and over 100 countries. California Coastal Clean-Up Day is the premier volunteer event focused on the marine environment in the country. Each year, more than 40,000 volunteers turn out to over 400 clean-up sites statewide to conduct what has been hailed by the Guinness Book of Records as "the largest garbage collection" (1993). Since the program started in 1985, over 552,000 Californians have removed almost 8.5 million pounds of debris from our state's shorelines and coast. When combined with the International Coastal Clean-Up, organized by The Ocean Conservancy and taking place on the same day, California Coastal Clean-Up Day becomes part of one of the largest volunteer events of the year.

## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)**

**Issue:** Preserving & Protecting the Environment  
**Program:** Public File  
**Date:** September 5, 2004  
**Time:** 6:00A-6:30A

**Description:** ECOS is a coalition of environmental and civic organizations with a combined membership of more than 12,000 citizens of the Sacramento region. The purpose of ECOS is to protect and preserve the environmental integrity and resources within the Sacramento region. They seek to educate the public regarding the environmental sensitivity and the need to protect the area through mailings, public forums and discussion groups. Their work has taken the form of advocacy, community outreach, workshops and conferences, litigation and cooperative problem solving with other regional stakeholders. ECOS is concerned about coordinated land use and transportation planning that discourages urban sprawl preservation and enhancement of the ecology of open space, as well as with the reduction of pollution in our air, water and land. Outstanding contributions to the Sacramento environmental community are honored at the organization's Environmentalist of the Year Awards.



## ISSUES / PROGRAMS LIST

### MINORITIES, WOMEN & AGING

Issue: **Women Peace Activists**  
Program: Public File  
Date: August 1, 2004  
Time: 6:30A-7:00A

Description: Sacramento Area Peace Action is an all-volunteer grass roots organization that works to educate and mobilize the public to change U.S., foreign, military and domestic policy to end the development, use, production and sale of weapons of mass destruction, stop US military intervention against other nations and peoples, respect the entitlement of all people to decent livelihood, self-determination and human rights, and promote peace through international and domestic economic social and political justice. The 18<sup>th</sup> Annual August Women's Peace Event will be held at Sacramento City College. The program features Inga Olson, Tri-Valley CARES, who will speak about their monitoring of the nuclear weapons work at the Lawrence Livermore and Sandia Livermore Labs, presentation of art and experiences of survivors, the Japanese Folk Dance Group Sakura Minuo Dookookai, and singer-songwriter Suzan Tobin.

Issue: **Adoption Choices**  
Program: Public File  
Date: August 8, 2004  
Time: 6:30A-7:00A

Description: Chicks in Crisis, Inc. is a non-profit agency to provide emergency assistance to women who are facing unplanned / unwanted pregnancy, who may or may not already have young children and are in crisis situations. It is the goal of CIC to provide options for these women and to prevent incidences of infant abandonment and death and to improve the chances of having healthy babies. Through transitional housing, medical / prenatal care, facilitation of open adoption services, life skill training and the development of job skills, CIC will assist women in making responsible choices and decisions for themselves and their children. CIC operates and supports a non-profit housing facility known as The House of Hope. This facility provides free services to women and their children in the following areas: adoption facilitation services, medical treatment, housing assistance and referrals, food and clothing, education assistance, child care assistance and referrals, free or low cost parenting and co-parenting classes, legal guidance in Family Law, employment guidance and transportation arrangements. The House of Hope houses birth mothers awaiting adoptive families and/or homeless women with children. From this central location, all mothers and their children are transported to necessary medical, nutritional, educational, employment, parenting classes, work and court appointments, if needed.

## ISSUES / PROGRAMS LIST

### CRIME

**Issue:** Humane Animal Treatment  
**Program:** Public File  
**Date:** July 4, 2004  
**Time:** 6:00A-6:30A

**Description:** The mission of the Placer SPCA is to prevent cruelty to animals, relieve animal suffering and ensure animal welfare, provide humane and animal care education, encourage and support the humane-animal bond in our community, and encourage participation by all in a cooperative, on-going manner. The vision of the Placer SPCA is that every adoptable pet in Placer County has a home, every lost pet in Placer County is reunited with its owner, low-cost spaying and neutering is available for all cats and dogs, and that every animal is treated with kindness and respect. Programs include behavior education, a food assistance program, a spay and neuter assistance program, a youth for animals club, vaccinations and micro-chipping, a lost and found and a humane kids camp.

**Issue:** Compulsive Gambling  
**Program:** Public File  
**Date:** July 11, 2004  
**Time:** 6:30A-7:00A

**Description:** Compulsive gambling is an illness, progressive in its nature, which can never be cured, but can be arrested. Before coming to Gamblers Anonymous, many compulsive gamblers thought of themselves as morally weak, or at times, just plain 'no good'. The Gamblers Anonymous concept is that compulsive gamblers are really very sick people who can recover if they will follow to the best of their ability a simple program that has proved successful for thousands of other men and women with a gambling or compulsive gambling problem. The compulsive gambler needs to be willing to accept the fact that he or she is in the grip of a progressive illness and has a desire to get well. The Gamblers Anonymous program will always work for any person who has a desire to stop gambling. However, it will never work for the person who will not face squarely the facts about this illness.

**Issue:** Neighborhood Safety  
**Program:** Public File  
**Date:** July 25, 2004  
**Time:** 6:00A-6:30A

**Description:** The 21<sup>st</sup> Annual National Night Out (NNO), a unique crime/drug prevention event sponsored by the National Association of Town Watch is scheduled for Tuesday, August 3, 2004. Last year's National Night Out campaign involved citizens, law enforcement agencies, civic groups, businesses, neighborhood organizations and local officials from over 10,000 communities from all 50 states, US territories, Canadian cities and military bases worldwide. In all, over 34 million people participated in NNO 2003. NNO is designed to heighten crime and drug prevention awareness, generate support for, and participation in, local anti-crime programs, strengthen neighborhood spirit and police-community partnerships, and send a message to criminals letting them know that neighborhoods are organized and fighting back. Along with the traditional display of outdoor lights and front porch vigils, cities, towns and neighborhoods celebrate NNO with a variety of events and activities such as block parties, cookouts, visits from local police and sheriff departments, parades, exhibits, flashlight walks, contests, and youth programs. NNO has proven to be an effective, inexpensive and enjoyable program to promote neighborhood spirit and police-community partnerships in our fight for a safer nation.

## ISSUES / PROGRAMS LIST

### CRIME (Cont'd)

**Issue:** Youth Mental Health Services  
**Program:** Public File  
**Date:** August 1, 2004  
**Time:** 6:00A-6:30A

**Description:** Another Choice Another Chance is a solution provider. ACAC: (1) Reduces the demand for alcohol and other drugs (2) Reduces the number of hospitalizations due to mental illness (3) Reduces the number of youth who are involved with the juvenile justice system (4) Reduces the crime rate (5) Reduces the number of drug related hospital visits (6) Increases the number of youth who become productive members of our communities. They serve youth, ages 12-23 who have been identified as having had some involvement with drugs and alcohol, mental health issues, truancy, suspension/expulsion, and involvement with the juvenile system. Services include Substance and Alcohol Abuse counseling, mental health counseling, anger management workshops, HIV Prevention and testing, parent education and mentoring. Nobody is refused services because of inability to pay.

**Issue:** After School Program for Local Children  
**Program:** Public File  
**Date:** August 17, 2004  
**Time:** 6:30A-7:00A

**Description:** The Roseville Police Activities League is a non-profit organization that provides recreational and educational activities for the area's youth at low or no cost. The police department concentrates on prevention and addressing issues that lead to juvenile crime before it actually occurs. Developing strong relationships with kids in the community helps build respect for those who wear the badge and trust in a child, making crime prevention a reality. RPAL is the unique organization focused on building these relationships by involving the community's youth in positive activities with positive role models. Police officers and volunteers coach and assist children in programs such as pottery, photography, boxing, drawing, golf and many more. Besides being fun and educational, the programs address social issues such as peer pressure, emotional insecurity and academic problems.

## ISSUES / PROGRAMS LIST

### DRUG ABUSE

Issue: **Neighborhood Safety**  
Program: Public File  
Date: July 25, 2004  
Time: 6:00A-6:30A

Description: The 21<sup>st</sup> Annual National Night Out (NNO), a unique crime/drug prevention event sponsored by the National Association of Town Watch is scheduled for Tuesday, August 3, 2004. Last year's National Night Out campaign involved citizens, law enforcement agencies, civic groups, businesses, neighborhood organizations and local officials from over 10,000 communities from all 50 states, US territories, Canadian cities and military bases worldwide. In all, over 34 million people participated in NNO 2003. NNO is designed to heighten crime and drug prevention awareness, generate support for, and participation in, local anti-crime programs, strengthen neighborhood spirit and police-community partnerships, and send a message to criminals letting them know that neighborhoods are organized and fighting back. Along with the traditional display of outdoor lights and front porch vigils, cities, towns and neighborhoods celebrate NNO with a variety of events and activities such as block parties, cookouts, visits from local police and sheriff departments, parades, exhibits, flashlight walks, contests, and youth programs. NNO has proven to be an effective, inexpensive and enjoyable program to promote neighborhood spirit and police-community partnerships in our fight for a safer nation.

Issue: **Youth Mental Health Services**  
Program: Public File  
Date: August 1, 2004  
Time: 6:00A-6:30A

Description: Another Choice Another Chance is a solution provider. ACAC: (1) Reduces the demand for alcohol and other drugs (2) Reduces the number of hospitalizations due to mental illness (3) Reduces the number of youth who are involved with the juvenile justice system (4) Reduces the crime rate (5) Reduces the number of drug related hospital visits (6) Increases the number of youth who become productive members of our communities. They serve youth, ages 12-23 who have been identified as having had some involvement with drugs and alcohol, mental health issues, truancy, suspension/expulsion, and involvement with the juvenile system. Services include Substance and Alcohol Abuse counseling, mental health counseling, anger management workshops, HIV Prevention and testing, parent education and mentoring. Nobody is refused services because of inability to pay.

Issue: **Homelessness**  
Program: Public File  
Date: August 8, 2004  
Time: 6:00A-6:30A

Description: Placer Care Coalition is comprised of local community members offering hope to those in need. They were originally formed to raise funds for four agencies... B Lazarus Project, Roseville Homestart, St. Vincent de Paul, and What Would Jesus Do. Their goals are to raise funds for these agencies so they may better provide for their clients. In addition, the Placer Care Coalition seeks to bring needed health care into the greater Roseville area for the needy and working poor. Roseville Homestart provides hope to homeless families with children, assisting them in putting their lives back together in a drug and alcohol free environment. Lazarus Project is a community based transitional housing program for single adults. St. Vincent de Paul offers a wide variety of assistance to the working poor and the homeless. What Would Jesus Do is an organization that reaches out to the homeless every day. The Placer Care Coalition seeks to build relationships and encourages participation from the city, county, business people and residents.

## ISSUES / PROGRAMS LIST

### DRUG ABUSE

**Issue:** Recovery from Substance Abuse  
**Program:** Public File  
**Date:** August 29, 2004  
**Time:** 6:30A-7:00A

**Description:** Alcohol addiction and drug addiction continue to challenge our nation. Addiction to alcohol or drugs destroys family ties, friendship, ambition, and moral conviction, and reduces the richness of life to a single destructive desire. National Alcohol and Drug Addiction Recovery Month (September) seeks to remind all Americans, particularly those who struggle with alcohol or drug addiction, that recovery is possible. For the addicted, the fight is an ongoing struggle for their own lives. The process of treatment and recovery is personal, and each individual's treatment needs are different. And as a result, treatment programs must address a wide range of physical, mental, emotional and spiritual needs. When properly tailored, alcohol and drug addiction treatment can be very effective. In California, 300,000 individuals are admitted for treatment every year.

## ISSUES / PROGRAMS LIST

### HOUSING

Issue: **Homelessness**  
Program: Public File  
Date: August 8, 2004  
Time: 6:00A-6:30A

Description: Placer Care Coalition is comprised of local community members offering hope to those in need. They were originally formed to raise funds for four agencies... B Lazarus Project, Roseville Homestart, St. Vincent de Paul, and What Would Jesus Do. Their goals are to raise funds for these agencies so they may better provide for their clients. In addition, the Placer Care Coalition seeks to bring needed health care into the greater Roseville area for the needy and working poor. Roseville Homestart provides hope to homeless families with children, assisting them in putting their lives back together in a drug and alcohol free environment. Lazarus Project is a community based transitional housing program for single adults. St. Vincent de Paul offers a wide variety of assistance to the working poor and the homeless. What Would Jesus Do is an organization that reaches out to the homeless every day. The Placer Care Coalition seeks to build relationships and encourages participation from the city, county, business people and residents.

Issue: **Adoption Choices**  
Program: Public File  
Date: August 8, 2004  
Time: 6:30A-7:00A

Description: Chicks in Crisis, Inc. is a non-profit agency to provide emergency assistance to women who are facing unplanned / unwanted pregnancy, who may or may not already have young children and are in crisis situations. It is the goal of CIC to provide options for these women and to prevent incidences of infant abandonment and death and to improve the chances of having healthy babies. Through transitional housing, medical / prenatal care, facilitation of open adoption services, life skill training and the development of job skills, CIC will assist women in making responsible choices and decisions for themselves and their children. CIC operates and supports a non-profit housing facility known as The House of Hope. This facility provides free services to women and their children in the following areas: adoption facilitation services, medical treatment, housing assistance and referrals, food and clothing, education assistance, child care assistance and referrals, free or low cost parenting and co-parenting classes, legal guidance in Family Law, employment guidance and transportation arrangements. The House of Hope houses birth mothers awaiting adoptive families and/or homeless women with children. From this central location, all mothers and their children are transported to necessary medical, nutritional, educational, employment, parenting classes, work and court appointments, if needed.

Issue: **Emergency Housing**  
Program: Public File  
Date: August 22, 2004  
Time: 6:30A-7:00A

Description: SAEHC serves more than 1500 community members each month. They provide temporary emergency shelter, meals, transportation, health services and clothing within the limit of available resources. The length of stay can be up to 60 days and is determined by need and a client's ability to function within shelter rules. Services include counseling and case work services, substance abuse counseling, assistance in locating permanent housing and leased transitional housing program for families needing to re-establish credit. Medical referral and medical care for children is also provided, as is information and referral and workshops in parenting and money management for residents. Homeless Education services are offered at Parker Avenue School, while Sacramento City Unified School District offers Homeless Education services for grades 1 through 12, with Head Start for ages 4 through kindergarten.

## ISSUES / PROGRAMS LIST

### HOUSING (Cont'd)

Issue: **Homeless Veterans**  
Program: Public File  
Date: September 5, 2004  
Time: 6:30A-7:00A

Description: For the 13<sup>th</sup> time, some 300 homeless Sacramento area veterans and their families will have a home for 3 days. Stand Down is a military term for taking the soldiers out of harms way which is what happens when homeless veterans are taken off the streets of Sacramento and given an opportunity to help themselves. Adversaries of the homeless include lack of safe shelter, unemployment, physical and emotional disabilities, substance abuse and hopelessness. Homeless veterans are not unlike soldiers in combat – living in the field, surviving by their wits with limited rations under extreme conditions. The three day Stand Down encampment provides shelter, food, medical care, eye care, legal assistance, counseling and employment services. Volunteers from 35 private and government agencies assist the veterans and provide over 1 million dollars worth of services for the veterans and their families. The three days off the street is just a small part of the program and really just a start as several of the participants enter rehabilitation or training programs and get off the streets. Former participants who have come back as volunteers include truck drivers, salespeople, electricians, social workers and government employees.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

**Issue:** Talking to Teens About Sex  
**Program:** Public File  
**Date:** July 4, 2004  
**Time:** 6:00A-6:30P

**Description:** In 1999, half of all high school students reported having sex. About 1 million teens between 15 and 19 get pregnant each year. Sex is a hard topic for many people to talk about but as the most powerful influence in a child's life, it is vitally important that parents talk to their kids about sex. Studies show that children who talk with their parents about sex are more likely to delay having sex. Everyone is doing it! Suggestions for talking with teens about sex include focusing, listening and encouraging further conversation. It is also important for parents to share their values and opinions with kids. Sex education is a process, not a one-time talk.

**Issue:** Humane Animal Treatment  
**Program:** Public File  
**Date:** July 4, 2004  
**Time:** 6:00A-6:30A

**Description:** The mission of the Placer SPCA is to prevent cruelty to animals, relieve animal suffering and ensure animal welfare, provide humane and animal care education, encourage and support the humane-animal bond in our community, and encourage participation by all in a cooperative, on-going manner. The vision of the Placer SPCA is that every adoptable pet in Placer County has a home, every lost pet in Placer County is reunited with its owner, low-cost spaying and neutering is available for all cats and dogs, and that every animal is treated with kindness and respect. Programs include behavior education, a food assistance program, a spay and neuter assistance program, a youth for animals club, vaccinations and micro-chipping, a lost and found and a humane kids camp.

**Issue:** Compulsive Gambling  
**Program:** Public File  
**Date:** July 11, 2004  
**Time:** 6:30A-7:00A

**Description:** Compulsive gambling is an illness, progressive in its nature, which can never be cured, but can be arrested. Before coming to Gamblers Anonymous, many compulsive gamblers thought of themselves as morally weak, or at times, just plain 'no good'. The Gamblers Anonymous concept is that compulsive gamblers are really very sick people who can recover if they will follow to the best of their ability a simple program that has proved successful for thousands of other men and women with a gambling or compulsive gambling problem. The compulsive gambler needs to be willing to accept the fact that he or she is in the grip of a progressive illness and has a desire to get well. The Gamblers Anonymous program will always work for any person who has a desire to stop gambling. However, it will never work for the person who will not face squarely the facts about this illness.



## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

Issue: **Neighborhood Safety**  
Program: Public File  
Date: July 25, 2004  
Time: 6:00A-6:30A

Description: The 21<sup>st</sup> Annual National Night Out (NNO), a unique crime/drug prevention event sponsored by the National Association of Town Watch is scheduled for Tuesday, August 3, 2004. Last year's National Night Out campaign involved citizens, law enforcement agencies, civic groups, businesses, neighborhood organizations and local officials from over 10,000 communities from all 50 states, US territories, Canadian cities and military bases worldwide. In all, over 34 million people participated in NNO 2003. NNO is designed to heighten crime and drug prevention awareness, generate support for, and participation in, local anti-crime programs, strengthen neighborhood spirit and police-community partnerships, and send a message to criminals letting them know that neighborhoods are organized and fighting back. Along with the traditional display of outdoor lights and front porch vigils, cities, towns and neighborhoods celebrate NNO with a variety of events and activities such as block parties, cookouts, visits from local police and sheriff departments, parades, exhibits, flashlight walks, contests, and youth programs. NNO has proven to be an effective, inexpensive and enjoyable program to promote neighborhood spirit and police-community partnerships in our fight for a safer nation.

Issue: **Youth Mental Health Services**  
Program: Public File  
Date: August 1, 2004  
Time: 6:00A-6:30A

Description: Another Choice Another Chance is a solution provider. ACAC: (1) Reduces the demand for alcohol and other drugs (2) Reduces the number of hospitalizations due to mental illness (3) Reduces the number of youth who are involved with the juvenile justice system (4) Reduces the crime rate (5) Reduces the number of drug related hospital visits (6) Increases the number of youth who become productive members of our communities. They serve youth, ages 12-23 who have been identified as having had some involvement with drugs and alcohol, mental health issues, truancy, suspension/expulsion, and involvement with the juvenile system. Services include Substance and Alcohol Abuse counseling, mental health counseling, anger management workshops, HIV Prevention and testing, parent education and mentoring. Nobody is refused services because of inability to pay.

Issue: **Adoption Choices**  
Program: Public File  
Date: August 8, 2004  
Time: 6:30A-7:00A

Description: Chicks in Crisis, Inc. is a non-profit agency to provide emergency assistance to women who are facing unplanned / unwanted pregnancy, who may or may not already have young children and are in crisis situations. It is the goal of CIC to provide options for these women and to prevent incidences of infant abandonment and death and to improve the chances of having healthy babies. Through transitional housing, medical / prenatal care, facilitation of open adoption services, life skill training and the development of job skills, CIC will assist women in making responsible choices and decisions for themselves and their children. CIC operates and supports a non-profit housing facility known as The House of Hope. This facility provides free services to women and their children in the following areas: adoption facilitation services, medical treatment, housing assistance and referrals, food and clothing, education assistance, child care assistance and referrals, free or low cost parenting and co-parenting classes, legal guidance in Family Law, employment guidance and transportation arrangements. The House of Hope houses birth mothers awaiting adoptive families and/or homeless women with children. From this central location, all mothers and their children are transported to necessary medical, nutritional, educational, employment, parenting classes, work and court appointments, if needed.

## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY (Cont'd)**

**Issue:** After School Program for Local Children  
**Program:** Public File  
**Date:** August 17, 2004  
**Time:** 6:30A-7:00A

**Description:** The Roseville Police Activities League is a non-profit organization that provides recreational and educational activities for the area's youth at low or no cost. The police department concentrates on prevention and addressing issues that lead to juvenile crime before it actually occurs. Developing strong relationships with kids in the community helps build respect for those who wear the badge and trust in a child, making crime prevention a reality. RPAL is the unique organization focused on building these relationships by involving the community's youth in positive activities with positive role models. Police officers and volunteers coach and assist children in programs such as pottery, photography, boxing, drawing, golf and many more. Besides being fun and educational, the programs address social issues such as peer pressure, emotional insecurity and academic problems.

**Issue:** Emergency Housing  
**Program:** Public File  
**Date:** August 22, 2004  
**Time:** 6:30A-7:00A

**Description:** SAEHC serves more than 1500 community members each month. They provide temporary emergency shelter, meals, transportation, health services and clothing within the limit of available resources. The length of stay can be up to 60 days and is determined by need and a client's ability to function within shelter rules. Services include counseling and case work services, substance abuse counseling, assistance in locating permanent housing and leased transitional housing program for families needing to re-establish credit. Medical referral and medical care for children is also provided, as is information and referral and workshops in parenting and money management for residents. Homeless Education services are offered at Parker Avenue School, while Sacramento City Unified School District offers Homeless Education services for grades 1 through 12, with Head Start for ages 4 through kindergarten.

**Issue:** Mentoring At-Risk Children  
**Program:** Public File  
**Date:** September 12, 2004  
**Time:** 6:30A-7:00A

**Description:** Many children today come to school as composites of the broken pieces of their lives – divorce, homelessness, mental illness, abuse, and neglect from adults. Many face the realities of crime, drugs and gangs on a daily basis. Today, more than ever, students need the support of caring adults to build a bridge to a brighter future and help their spirits soar towards lives of success. The Student Buddy program provides this needed support for our community's most vulnerable children by connecting together caring adults with children who need the extra care and guidance of those who can reach out and give a hand in need. The program matches volunteers with students who are at extreme risk of dropping out of school due to the challenges of parental substance abuse, unemployment and/or family homelessness. Children participating in the program range in age from 5-18 years old, most live in single parent families. Often the children live in severe poverty. All are waiting to have the caring and supportive relationship of a positive adult role model in their lives. Proceeds from the 10<sup>th</sup> Annual California Brewer's Festival, presented by the Rotary Club of Point West, benefit the Student Buddy Program.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

Issue: **Paganism**  
Program: Public File  
Date: September 19, 2004  
Time: 6:30A-7:00A

Description: The Pagan Pride Project is a non-profit organization. The primary purpose of this corporation shall be the advancement of religion and elimination of prejudice and discrimination based on religious beliefs. They try to keep their purpose balanced through the inspirations of air, fire, water and earth. Air: Education. They are never going to be able to practice their spiritual paths openly if they don't give the public accurate information about what they do and do not do. Fire: Activism. People aren't necessarily going to go out of their way to find out what Pagans really do. They have to have the courage to act on our convictions and do what we need to do. Water: Charity. They know that what they do returns to them. They need to demonstrate this by offering compassion to communities where it is needed. When they share their own abundance, they show that they trust the Gods to share abundance with them in return. Earth: Community. They are never going to be able to practice openly if they don't know anyone else in the local Pagan communities. They need to weave networking webs in their cities, towns and rural areas. They need these webs to support one another. That support will also show those who would restrict their practice that they are not just a few isolated wackos, but are a growing congregation of people who adhere to a faith that, while different, is as valid as their own.

Issue: **Healthy Eating**  
Program: Public File  
Date: September 26, 2004  
Time: 6:00A-6:30A

Description: The California 5 A Day For Better Health! Campaign, as part of the California Nutrition Network for Healthy, Active Families, works with local, state and national partners to build healthy communities. Specifically, the California 5 Day For Better Health campaign empowers low-income Californians to consume 5 to 9 servings of fruits and vegetables and enjoy at least 30 minutes of physical activity a day for adults and 60 minutes a day for children. It facilitates behavior change by educating low-income consumers directly through multiple venues, enabling organizations and communities to create policies that make 5 A Day and physical activity more accessible. The campaign encourages participation in federal nutrition assistance programs among those who are eligible. And, finally the California 5 A Day campaign promotes fruit and vegetable consumption and physical activity in an effort to reduce the risk of chronic disease, such as heart disease, cancer, hypertension, stroke, diabetes and obesity.

Issue: **Dogs in the Ruff Golf Tournament**  
Program: Public File  
Date: September 26, 2004  
Time: 6:30A-7:00A

Description: Canine Companions for Independence has pioneered the concept of training dogs to assist people with disabilities. CCI provides assistance dogs free of charge to people with developmental or physical disabilities who can demonstrate that a Canine Companion will enhance their independence or quality of life. All expenses of breeding, raising, and training a Canine Companion is funded through private donations. Types of assistance teams include services teams B adults and adolescents with physical disabilities whose dogs perform tasks such as pulling wheelchairs and retrieving items, skilled companion teams B a person with physical, developmental or emotional disabilities, a primary caretaker and a canine companion, facility teams B adults who work as rehabilitation professionals or caregivers who utilize a canine to improve the emotional/mental health of those in their care, and hearing teams B adults who are hard of hearing who use a canine to alert them to sounds such as doorbells, alarm clocks and smoke alarms.

# **TO THE BEST OF OUR KNOWLEDGE**

**KDND-FM  
Sundays, 7:30A-8:00A**

### **Description**

Every day, faculty members at schools and universities throughout the world are making discoveries that shape our ways of thinking and redefine our understanding of today's knowledge-driven society. Since 1990, The Best of Our Knowledge has highlighted breakthroughs across disciplines and across the globe, putting you in touch with the men and women at the front of their fields. Each week, co-host Dr. Karen R. Hitchcock examines some of the issues unique to college campuses, looks at the latest research, and invites commentary from experts and administrators from all levels of education.

Glenn Busby, co-host and producer of Best of Our Knowledge, has made a special commitment to report on important developments in educational research. The fact is, at every college and university there is a great deal of research being conducted which could potentially have a dramatic impact on the ways in which we educate our students, from the lower grades right through graduate school. Unfortunately, all too often the results of that research are relegated to a shelf somewhere, or are only seen by the small number of people who actually read the scholarly journals. There is no question that the work is being done – the problem is, once it's done, the people in a position to benefit from it most haven't gotten a chance to hear about it.

**PUBLIC FILE**  
**ASCERTAINED COMMUNITY ISSUES**

1. ***EDUCATION***, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. ***ECONOMY***, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. ***GOVERNMENT***, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. ***HEALTH***, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. ***ENVIRONMENT, ENERGY AND TRANSPORTATION***, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. ***MINORITIES/WOMEN/AGING***, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. ***CRIME***, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. ***DRUG ABUSE***, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. ***YOUTH/FAMILY***, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

## ISSUES / PROGRAMS LIST

### EDUCATION

**Issue:** Job Tips for Recent College Graduates  
**Program:** To the Best of Our Knowledge  
**Date:** July 4, 2004  
**Time:** 7:30A-8:00A

**Description:** Congratulations! You've just graduated from college. Now your new job is to become gainfully employed. But what's that reality of that, in this day and age? Changes in the global economy have dramatically impacted employment prospects in the US and elsewhere around the world. Companies that offered a variety of promising career tracks just a few years ago, frequently have only a few entry level positions today. And downsizing has created even more competition for these openings. So what can new college graduates do to help them matriculate from an academic career... to a professional career in the everyday world of work? For some answers, we spoke with award-winning former wall-streeter, Maggie Craddock. She studied economics in the US and England, is on the Women's Leadership Board of the Kennedy School of Government at Harvard University, is Executive Coach, and author of *The Authentic Career*.

**Issue:** Origins of Life / Science Research in Education Series: Early Life on Earth: Bacterially Catalyzed Inorganic Transformations that Yield Life-Supporting Energy  
**Program:** To The Best Of Our Knowledge  
**Date:** July 4, 2004  
**Time:** 7:30A-8:00A

**Description:** Dr. Henry Ehrlich's research focuses on geomicrobiology. His investigations emphasize large-scale oxidation and reduction of inorganic substances. Their byproducts can be of practical interest today when studying marine environments and mining metals. Dr. Ehrlich is Professor Emeritus in the Biology Department at Rensselaer Polytechnic Institute in New York.

**Issue:** Co-Host Dr. Karen Hitchcock Moves to Queens University  
**Program:** To the Best of Our Knowledge  
**Date:** July 4, 2004  
**Time:** 7:30A-8:00A

**Description:** Dr. Karen Hitchcock moves next month to her new job as Principal and Vice-Chancellor of Queens University in Kingston, Ontario, Canada. Producer Glenn Busby discusses the legacy she leaves at the University at Albany, State University of New York and we learn what the future holds for her at Queens. Karen talks about the similarity in higher education issues between the US and Canada, the dedication of faculty and staff to undergraduate education and research, and the deep Scottish roots that started the university. Dr. Hitchcock begins hosting The Best of Our Knowledge from Queens University next week.

**Issue:** Job Tips for Recent College Graduates Part II  
**Program:** To The Best Of Our Knowledge  
**Date:** July 11, 2004  
**Time:** 7:30A-8:00A

**Description:** Streets are flooded this summer with tens of thousands of new college graduates pounding the pavement in search of jobs. Many recent grads are finding an employment environment very different than what they anticipated, or what their parents told them it was like when they graduated from college. We began by talking about how the job market is changing so rapidly; the need to compete for the same jobs with more experienced workers who may have been downsized; how to research companies and explore corporate cultures before the job application and interview; and when is the right time to talk about salaries and benefits? This week, we'll talk about pitfalls to watch for; the need to be flexible and resilient; and how long should new grads hold out waiting for that right job?

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

**Issue:** College Disability Services Help Students Graduate  
**Program:** To The Best Of Our Knowledge  
**Date:** July 11, 2004  
**Time:** 7:30A-8:00A

**Description:** Speaking of recent college graduates, this feature is about a young man who just earned his college degree. And his, is a truly remarkable story. There are some college students who face challenges much greater than final exams and research papers. These are students with a wide range of disabilities. Most schools now have developed departments in charge of disability services. We spoke with this student who just graduated from RPI with a degree in Industrial Management... after suffering a brain aneurism

**Issue:** No Child Left Behind Act Debate  
**Program:** To The Best Of Our Knowledge  
**Date:** July 25, 2004  
**Time:** 7:30A-8:00A

**Description:** The US No Child Left Behind Act is as controversial today, as it was 2 ½ years ago when it was signed into law. And with the American presidential campaign in full swing, it continues to be a focal point for debate. We invited two people to travel the country representing opposing views of that debate to be with us this week and on our next program. Katie Haycock, Director of the Education Trust is a supporter of NCLB. Joel Packer, represents the National Education Association, the country's largest teacher's union, which has some reservations about certain areas of the education law.

**Issue:** Origins of Life / Science Research in Education Series: The Cassini-Huygens Mission to Saturn & Titan; Aqueous Environments At And Below The Surface Of Titan  
**Program:** To The Best Of Our Knowledge  
**Date:** July 25, 2004  
**Time:** 7:30A-8:00A

**Description:** While the Mars Rover continues to make exciting discoveries on that planet, a new mission much farther out in the solar system is just beginning to unfold. After nearly two decades of preparation, \$3.3 billion, the participation of 18 nations, and seven years of space travel, the star-trek like mission has finally reached its Saturn destination. Scientists hope to find evidence of primitive organic chemistry on one of Saturn's moons, Titan. That's where the Huygens probe will land to investigate. One of only three scientists heading that probe research is Dr. Jonathan Lunine. Dr. Lunine is a Professor of Planetary Science and Physics, and Chair of the program in Theoretical Astrophysics at the University of Arizona, Tucson.

**Issue:** No Child Left Behind Act Debate, Part 2  
**Program:** To The Best Of Our Knowledge  
**Date:** August 1, 2004  
**Time:** 7:30A-8:00A

**Description:** As the American presidential race heats up, several key education issues are clearly defined. They include school choice, such as school vouchers... funding... class size... and certainly the No Child Left Behind Act, where areas like teacher qualifications and the required testing standards are under debate. To help us try to understand more about these major topics, we invited two guests back from our prior show. Joel Packer is Manager for ESEA policy for the National Education Association, the nation's largest teacher's union. In that capacity he does legislative lobbying work for the NEA specifically focused on the No Child Left Behind Act. They have many concerns about several provision of the NCLB law. Also with is us Katie Haycock, Director of the Education Trust in Washington D.C. It's a non-profit organization that devotes much of its efforts to schools serving concentrations of low income and minority students. She supports the No Child Left Behind.



## **ISSUES / PROGRAMS LIST**

### **EDUCATION (Cont'd)**

- Issue:** **Origins of Life/Science Research In Education Series: The Cassini-Huygens Mission to Saturn & Titan – Aqueous Environments at and Below the Surface of Titan, Part 2**  
**Program:** To The Best Of Our Knowledge  
**Date:** August 1, 2004  
**Time:** 7:30A-8:00A
- Description:** The Cassini-Huygens spacecraft is now briefly moving away from Saturn on its first sweeping orbital look, after flying through Saturn's rings and sending back fascinating pictures that are puzzling scientists. The ship also snapped pictures and took instrument readings as it neared Saturn's moon, Titan. This first pass was about as close as Earth is to its own moon. Cassini's four-year mission includes 76 orbits of Saturn, 52 closer passes of Saturn's 31 moons, and later in December, a very close encounter with Titan, as the Huygens probe actually lands on that moon. Why so much attention to Titan? The multinational team of NASA, the European Space Agency and the Italian Space Agency, believe it could be like Earth four-billion years ago. They hope it's like opening a scientific time capsule, providing insights into the conditions from which life arose here on our own planet. Prior to the Cassini-Huygens spacecraft reaching its Saturn destination, TBOOK spoke with one of only three scientists spearheading the Huygens research. Dr. Jonathan Lunine is a Professor of Planetary Science and Physics, and Chair of the program in Theoretical Astrophysics at the University of Arizona in Tucson.
- Issue:** **Higher Education Financial Condition**  
**Program:** To The Best Of Our Knowledge  
**Date:** August 15, 2004  
**Time:** 7:30A-8:00A
- Description:** Last week on TBOOK, we heard a congressman on the U.S. House Education Committee express his concerns about rising costs in higher education. This week, we hear the other side of that issue, from the university perspective. Revenue from endowments, fund raising, state appropriations, federal grants and tuition from foreign students have either declined, are flat, or are expected to rise only slightly. Meanwhile, costs of things like new construction, employee health care, computer security, and insurance are going up. As a result, higher education budgets at many schools are very tight. It's a situation that could bring even hardened corporate CEO's to their knees. So TBOOK turned to Columbia University President, Lee Bollinger, and asked him if it's these types of financial pressures that are causing more colleges and universities to hire business managers to lead their schools?
- Issue:** **Coalition for Responsible Endowment Investments**  
**Program:** To The Best Of Our Knowledge  
**Date:** August 15, 2004  
**Time:** 7:30A-8:00A
- Description:** Our first guest spoke about the importance of endowments. A group of college students around the U.S. have launched a coalition that hopes to pressure colleges and universities to more carefully examine their endowment investments. One of the groups' founders attends Williams College in Massachusetts where our TBOOK reporter caught up with him.
- Issue:** **Environmental Advocacy Assesses Campuses**  
**Program:** To The Best Of Our Knowledge  
**Date:** August 15, 2004  
**Time:** 7:30A-8:00A
- Description:** In another step to help schools keep more of their funds, an environmental advocacy group in New York sponsored a recent internship program. It brought together four colleges in the Hudson Valley area of New York state to collect information on the energy efficiency of buildings on their own campuses. It's hoped the student's findings will encourage school officials to have a professional energy audit done to economize even more.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

**Issue:** National Science Foundation Series: Creating Women Stem Pioneers of the Future; Women in Science: How They Got There, and What's Still Needed?

**Program:** To The Best Of Our Knowledge

**Date:** August 22, 2004

**Time:** 7:30A-8:00A

**Description:** Contrary to commonly held public opinion, parents, rather than peers or the media still have the greatest influence on their daughter's lives and life choices. Studies show that expectations and experiences from family and community members are more likely to influence girls' decisions to go into science, technology, engineering, and math, than even their innate abilities. TBOOK speaks with several scientists and educators who tell us their personal stories. They include: Dr. Heidi Newberg, Professor, Department of Physics, Rensselaer Polytechnic Institute, New York; Dr. Alycia Weinberger, Researcher in Astronomy, Department of Terrestrial Magnetism, Carnegie Institution of Washington D.C.; Ilana DeBare, Author, *Where Girls Come First: The Rise, Fall & Surprising Revival of Girls' Schools* and founding Board President, Julia Morgan School for Girls, Oakland, California; Rod Paige, U.S. Secretary of Education; and Michael Lomax, CEO and President, The United Negro College Fund.

**Issue:** College Binge Drinking

**Program:** To The Best Of Our Knowledge

**Date:** August 22, 2004

**Time:** 7:30A-8:00A

**Description:** Binge-drinking has become an ingrained part of the culture on many college campuses in the United States, putting students at higher risk for drunk-driving, rape and death. In fact, according to statistics from the National Institute of Alcohol Abuse and Alcoholism, 1,400 college students die each year from alcohol-related injuries. Another study, this one from the Harvard School of Public Health, of more than 100 schools, found that 44% of students were binge drinkers. That's defined as consuming more than five drinks in one sitting. Researchers behind the study also report that drink specials at bars and taverns play a considerable role in influencing students to drink excessively. That's the sort of fact that could lead college officials and bar owners into adversarial roles. But TBOOK learns there may be a better way to handle this issue. Included in this story are students, bar owners, university police, and Dr. Henry Wechsler, Director of the College Alcohol Study.

**Issue:** National Science Foundation Series: Creating Women Stem Pioneers of the Future; Women in Science: How They Got There, and What's Still Needed?, Part 2

**Program:** To The Best Of Our Knowledge

**Date:** August 29, 2004

**Time:** 7:30A-8:00A

**Description:** Last week, in the first part of our story on "Women In Science", we focused on how several studies show the importance of young women and girls getting introduced to science, math, and technology at earlier grade levels. We also heard about the important role parents play in encouraging their children to take more math and science. This week, scientists tell TBOOK their own stories, including if and how, they were impacted by role models along their academic and professional career paths. TBOOK speaks with several scientists and educators who tell us their personal stories. They include: Dr. Martha Gilmore, Professor of Earth and Environmental Sciences, Wesleyan University, Middletown, Connecticut; Dr. Heidi Newberg, Professor, Department of Physics, Rensselaer Polytechnic Institute, Troy, New York; and Dr. Alycia Weinberger, Researcher in Astronomy, Department of Terrestrial Magnetism, Carnegie Institution of Washington D.C.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION (Cont'd)**

**Issue:** Cool Runnings and Beyond: The Story of the Jamaica Bobsleigh Team  
**Program:** To The Best Of Our Knowledge  
**Date:** August 29, 2004  
**Time:** 7:30A-8:00A

**Description:** Of course, most people these past several weeks have been hearing about this year's Summer Olympics in Greece. But there are other Olympic games, those in the winter, that obviously require a much cooler climate. And countries that do well, usually have long, cold winters... but not always. At the 1988 Calgary Olympics, an unknown Jamaican bobsled team burst onto the Winter Olympic scene and instantly became Olympic folklore. The four tropical islanders, who had never seen snow, dared to compete in a sport in which they had no prior experience. The Jamaican bobsled team's first try at the Winter Olympics resulted in a spectacular crash. The athletes endured hundreds of embarrassing jokes from stand-up comedians and sitcom T.V. shows. But determined to succeed, the team returned to the ensuing Winter Olympics and triumphed. In the process, they became folk heroes and the subject of the 1993 movie, Cool Runnings. Now, this sports history and the team's personal story is chronicled in a new book, Cool Runnings and Beyond: The Story of the Jamaica Bobsleigh Team, written by one of the team members who hopes to inspire students to achieve goals they may not have dreamed possible. TBOOK speaks with George Fitch, Jamaican Bobsled Team Founder and now Mayor of Warrenton, Virginia; Nelson Christian Stokes, author of this book and member of the team; and students Malcom Lewis, Bryan Martin, and Emon Heath from Grove Park Elementary School in Baltimore, Maryland.

**Issue:** Swedish Teachers in Exchange Program compare their system of education with the United States  
**Program:** To The Best Of Our Knowledge  
**Date:** September 5, 2004  
**Time:** 7:30A-8:00A

**Description:** As education in the U.S. receives more attention headed into this final stretch of the presidential campaign, we thought it might be interesting to compare America's public education system with that of another country. Step into any classroom around the world, and teachers are likely leading their students in discussions in history, literature and math. But how are these subjects being taught? How does curriculum compare from one country to another? What about class structure? And teacher qualifications? For one comparison, we invited two teachers from Sweden to talk with us about their classrooms and how they feel education in this country is similar... how it differs... and their suggestions for improvement.

**Issue:** Origins of Life/Science Research in Education Series: HCN Polymer: Spontaneous Complexity for the Origins of Life  
**Program:** To The Best Of Our Knowledge  
**Date:** September 5, 2004  
**Time:** 7:30A-8:00A

**Description:** Today, scientists continue their investigations into the age-old questions... where did we come from? Where did life come from? And is there life beyond earth? Astronomers have shown that hydrogen cyanide is present in interstellar clouds, comets and the atmospheres of some planets and moons in our solar system... and maybe even early earth. Scientists at Penn State University have developed a new and powerful technique for studying hydrogen cyanide, and in the process, hopefully they're helping to answer some of these questions.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

**Issue:** Only State Sanctioned School for Imams in Europe  
**Program:** To The Best Of Our Knowledge  
**Date:** September 12, 2004  
**Time:** 7:30A-8:00A

**Description:** Attempts are being made in France to train Imams, Islamic clerics there, so they are more grounded in European culture and society. The first such state sanctioned school for Imams is not far from the hometown of the late French President, Francois Mitterrand. TBOOK visited the school and spoke with Mohamed, a British Muslim student studying there, about what the institute is trying to achieve.

**Issue:** History Lessons: How Textbooks from Around the World Portray U.S. History  
**Program:** To The Best Of Our Knowledge  
**Date:** September 19, 2004  
**Time:** 7:30A-8:00A

**Description:** As a famous philosopher once said, "Those who fail to learn from the lessons of history, are doomed to repeat it." Many candidates in the upcoming U.S. fall elections are expressing concerns about how America is perceived by people in other countries. Now, there's a new book out called, History Lessons: How Textbooks From Around The World Portray U.S. History. It includes excerpts from a wide range of countries like Russia, Japan, Iran, North Korea and Canada. Much of History Lessons would startle not only American high school students, but many of their teachers as well. For example, according to Canadian texts (six are cited) the United States planned to conquer and annex Canada during the Revolution, the War of 1812, the Civil War, and at various other points in between.

**Issue:** Three Afghan Villages Rebuild Education System  
**Program:** To The Best Of Our Knowledge  
**Date:** September 19, 2004  
**Time:** 7:30A-8:00A

**Description:** While our first story dealt with history, our next story is directly from today's front page news. It's been over two years since America led forces fighting in Afghanistan ousted the hardline Islamic Taliban regime. Since then, hundreds of millions of dollars in aid sent from around the world has been invested to help rebuild the country, including its schools. But it did not take millions to help children in the remote Hindu Kush Mountains to go back to school. With a budget of just one and a half thousand Swiss francs a year, three villages in Nuristan are educating some 250 children, half of them girls! The project was the brainchild of Swiss gemstone trader, Josef Heffliger and his wife, who have over the last couple of decades traveled to Nuristan frequently.

**Issue:** School Choice  
**Program:** To The Best Of Our Knowledge  
**Date:** September 26, 2004  
**Time:** 7:30A-8:00A

**Description:** Charter schools have received a great deal of attention in the United States in the wake of the recent New York Times analysis that reported students in those schools performed worse than public school students. The Times report was lambasted by U.S. Secretary of Education, Rod Paige, who said the newspaper's methodology was wrong and served to undermine the advantages to this type of alternative schooling. But charter schools are only one type of a broad range of alternative educational programs known collectively as "school choice". Magnet schools, open enrollment, school vouchers and even home schooling can fall under the moniker of "school choice". In this election year, there seems to be a clear differentiation between the republican and democratic stance on which types of school choice programs may work best. As part of our Presidential Series looking at major educational issues, TBOOK speaks with several education advocates to hear their assessment.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION (Cont'd)**

**Issue:**            **The Entrepreneurial Teacher**  
**Program:**       **To The Best Of Our Knowledge**  
**Date:**            **September 26, 2004**  
**Time:**           **7:30A-8:00A**

**Description:**    Another hot button topic in education is the heated debate over just what distinguishes teachers as being "highly qualified". Some believe they share many of the same attributes as entrepreneurial teachers. And that was the topic of discussion recently on the campus of the College of Saint Rose in Albany, New York. Dr. Louis Caldera, President of the University of New Mexico, spoke to a gathering of students, faculty and public about the power and responsibility of the individual teacher to be innovative within their own classroom. He talked about teacher training and education policy, and their relationship to teacher creativity and initiative. Prior to becoming President of the University of New Mexico in Albuquerque, Dr. Caldera was Vice Chancellor in the California State University system, and held an appointed post in the Clinton administration as Secretary of the Army from 1998 to 2001.

**Issue:**            **Origins of Life/Science Research in Education Series: Zircons as a Window into Earth's Early History, Part I**  
**Program:**       **To The Best Of Our Knowledge**  
**Date:**            **September 26, 2004**  
**Time:**           **7:30A-8:00A**

**Description:**    The mineral, Zircon, has had its reputation sullied lately, due to the introduction of simulated diamonds. However, Zircon is not the same material as the artificial gem material, Cubic Zirconia, or CZ for short. But today, we'll begin to learn what the mineral is, why it can survive extreme conditions, and what kinds of information it can tell us about conditions at and near the surface of planet earth very long ago. Featured is Dr. Bruce Watson, a teacher and researcher in the Department of Earth and Environmental Sciences at RPI in Troy, New York. Next week, we focus on his sci-fi-like virtual journey to the center of the earth and ancient times. Plus, we'll learn about Zircon's future potential as a storage material for radioactive waste.

## **ISSUES / PROGRAMS LIST**

### **ECONOMY**

**Issue:**           **Job Tips for Recent College Graduates**  
**Program:**       **To the Best of Our Knowledge**  
**Date:**           **July 4, 2004**  
**Time:**           **7:30A-8:00A**

**Description:**   **Congratulations! You've just graduated from college. Now your new job is to become gainfully employed. But what's that reality of that, in this day and age? Changes in the global economy have dramatically impacted employment prospects in the US and elsewhere around the world. Companies that offered a variety of promising career tracks just a few years ago, frequently have only a few entry level positions today. And downsizing has created even more competition for these openings. So what can new college graduates do to help them matriculate from an academic career... to a professional career in the everyday world of work? For some answers, we spoke with award-winning former wall-streeter, Maggie Craddock. She studied economics in the US and England, is on the Women's Leadership Board of the Kennedy School of Government at Harvard University, is Executive Coach, and author of *The Authentic Career*.**

**Issue:**           **Job Tips for Recent College Graduates Part II**  
**Program:**       **To The Best Of Our Knowledge**  
**Date:**           **July 11, 2004**  
**Time:**           **7:30A-8:00A**

**Description:**   **Streets are flooded this summer with tens of thousands of new college graduates pounding the pavement in search of jobs. Many recent grads are finding an employment environment very different than what they anticipated, or what their parents told them it was like when they graduated from college. We began by talking about how the job market is changing so rapidly; the need to compete for the same jobs with more experienced workers who may have been downsized; how to research companies and explore corporate cultures before the job application and interview; and when is the right time to talk about salaries and benefits? This week, we'll talk about pitfalls to watch for; the need to be flexible and resilient; and how long should new grads hold out waiting for that right job?**

## ISSUES / PROGRAMS LIST

### GOVERNMENT

**Issue:** No Child Left Behind Act Debate  
**Program:** To The Best Of Our Knowledge  
**Date:** July 25, 2004  
**Time:** 7:30A-8:00A

**Description:** The US No Child Left Behind Act is as controversial today, as it was 2 ½ years ago when it was signed into law. And with the American presidential campaign in full swing, it continues to be a focal point for debate. We invited two people to travel the country representing opposing views of that debate to be with us this week and on our next program. Katie Haycock, Director of the Education Trust is a supporter of NCLB. Joel Packer, represents the National Education Association, the country's largest teacher's union, which has some reservations about certain areas of the education law.

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**Description:** While the Mars Rover continues to make exciting discoveries on that planet, a new mission much farther out in the solar system is just beginning to unfold. After nearly two decades of preparation, \$3.3 billion, the participation of 18 nations, and seven years of space travel, the star-trek like mission has finally reached its Saturn destination. Scientists hope to find evidence of primitive organic chemistry on one of Saturn's moons, Titan. That's where the Huygens probe will land to investigate. One of only three scientists heading that probe research is Dr. Jonathan Lunine. Dr. Lunine is a Professor of Planetary Science and Physics, and Chair of the program in Theoretical Astrophysics at the University of Arizona, Tucson.

**Issue:** No Child Left Behind Act Debate, Part 2  
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## ISSUES / PROGRAMS LIST

### GOVERNMENT (Cont'd)

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- Time:** 7:30A-8:00A
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## **ISSUES / PROGRAMS LIST**

### **HEALTH**

**Issue:** College Binge Drinking  
**Program:** To The Best Of Our Knowledge  
**Date:** August 22, 2004  
**Time:** 7:30A-8:00A

**Description:** Binge-drinking has become an ingrained part of the culture on many college campuses in the United States, putting students at higher risk for drunk-driving, rape and death. In fact, according to statistics from the National Institute of Alcohol Abuse and Alcoholism, 1,400 college students die each year from alcohol-related injuries. Another study, this one from the Harvard School of Public Health, of more than 100 schools, found that 44% of students were binge drinkers. That's defined as consuming more than five drinks in one sitting. Researchers behind the study also report that drink specials at bars and taverns play a considerable role in influencing students to drink excessively. That's the sort of fact that could lead college officials and bar owners into adversarial roles. But TBOOK learns there may be a better way to handle this issue. Included in this story are students, bar owners, university police, and Dr. Henry Wechsler, Director of the College Alcohol Study.

## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT, ENERGY & TRANSPORTATION**

**Issue:**           **Origins of Life / Science Research in Education Series: Early Life on Earth: Bacterially Catalyzed Inorganic Transformations that Yield Life-Supporting Energy**

**Program:**       **To The Best Of Our Knowledge**

**Date:**           **July 4, 2004**

**Time:**           **7:30A-8:00A**

**Description:**   Dr. Henry Ehrlich's research focuses on geomicrobiology. His investigations emphasize large-scale oxidation and reduction of inorganic substances. Their byproducts can be of practical interest today when studying marine environments and mining metals. Dr. Ehrlich is Professor Emeritus in the Biology Department at Rensselaer Polytechnic Institute in New York.

**Issue:**           **Environmental Advocacy Assesses Campuses**

**Program:**       **To The Best Of Our Knowledge**

**Date:**           **August 15, 2004**

**Time:**           **7:30A-8:00A**

**Description:**   In another step to help schools keep more of their funds, an environmental advocacy group in New York sponsored a recent internship program. It brought together four colleges in the Hudson Valley area of New York state to collect information on the energy efficiency of buildings on their own campuses. It's hoped the student's findings will encourage school officials to have a professional energy audit done to economize even more.

## **ISSUES / PROGRAMS LIST**

### **MINORITIES, WOMEN & AGING**

**Issue:** National Science Foundation Series: Creating Women Stem Pioneers of the Future; Women in Science: How They Got There, and What's Still Needed?

**Program:** To The Best Of Our Knowledge

**Date:** August 22, 2004

**Time:** 7:30A-8:00A

**Description:** Contrary to commonly held public opinion, parents, rather than peers or the media still have the greatest influence on their daughter's lives and life choices. Studies show that expectations and experiences from family and community members are more likely to influence girls' decisions to go into science, technology, engineering, and math, than even their innate abilities. TBOOK speaks with several scientists and educators who tell us their personal stories. They include: Dr. Heidi Newberg, Professor, Department of Physics, Rensselaer Polytechnic Institute, New York; Dr. Alycia Weinberger, Researcher in Astronomy, Department of Terrestrial Magnetism, Carnegie Institution of Washington D.C.; Ilana DeBare, Author, *Where Girls Come First: The Rise, Fall & Surprising Revival of Girls' Schools* and founding Board President, Julia Morgan School for Girls, Oakland, California; Rod Paige, U.S. Secretary of Education; and Michael Lomax, CEO and President, The United Negro College Fund.

**Issue:** National Science Foundation Series: Creating Women Stem Pioneers of the Future; Women in Science: How They Got There, and What's Still Needed?, Part 2

**Program:** To The Best Of Our Knowledge

**Date:** August 29, 2004

**Time:** 7:30A-8:00A

**Description:** Last week, in the first part of our story on "Women In Science", we focused on how several studies show the importance of young women and girls getting introduced to science, math, and technology at earlier grade levels. We also heard about the important role parents play in encouraging their children to take more math and science. This week, scientists tell TBOOK their own stories, including if and how, they were impacted by role models along their academic and professional career paths. TBOOK speaks with several scientists and educators who tell us their personal stories. They include: Dr. Martha Gilmore, Professor of Earth and Environmental Sciences, Wesleyan University, Middletown, Connecticut; Dr. Heidi Newberg, Professor, Department of Physics, Rensselaer Polytechnic Institute, Troy, New York; and Dr. Alycia Weinberger, Researcher in Astronomy, Department of Terrestrial Magnetism, Carnegie Institution of Washington D.C.

## ISSUES / PROGRAMS LIST

### DRUG ABUSE

**Issue:** College Binge Drinking  
**Program:** To The Best Of Our Knowledge  
**Date:** August 22, 2004  
**Time:** 7:30A-8:00A

**Description:** Binge-drinking has become an ingrained part of the culture on many college campuses in the United States, putting students at higher risk for drunk-driving, rape and death. In fact, according to statistics from the National Institute of Alcohol Abuse and Alcoholism, 1,400 college students die each year from alcohol-related injuries. Another study, this one from the Harvard School of Public Health, of more than 100 schools, found that 44% of students were binge drinkers. That's defined as consuming more than five drinks in one sitting. Researchers behind the study also report that drink specials at bars and taverns play a considerable role in influencing students to drink excessively. That's the sort of fact that could lead college officials and bar owners into adversarial roles. But TBOOK learns there may be a better way to handle this issue. Included in this story are students, bar owners, university police, and Dr. Henry Wechsler, Director of the College Alcohol Study.

## **ISSUES / PROGRAMS LIST**

### **CRIME**

**Issue:** College Binge Drinking  
**Program:** To The Best Of Our Knowledge  
**Date:** August 22, 2004  
**Time:** 7:30A-8:00A

**Description:** Binge-drinking has become an ingrained part of the culture on many college campuses in the United States, putting students at higher risk for drunk-driving, rape and death. In fact, according to statistics from the National Institute of Alcohol Abuse and Alcoholism, 1,400 college students die each year from alcohol-related injuries. Another study, this one from the Harvard School of Public Health, of more than 100 schools, found that 44% of students were binge drinkers. That's defined as consuming more than five drinks in one sitting. Researchers behind the study also report that drink specials at bars and taverns play a considerable role in influencing students to drink excessively. That's the sort of fact that could lead college officials and bar owners into adversarial roles. But TBOOK learns there may be a better way to handle this issue. Included in this story are students, bar owners, university police, and Dr. Henry Wechsler, Director of the College Alcohol Study.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

**Issue:** Job Tips for Recent College Graduates  
**Program:** To the Best of Our Knowledge  
**Date:** July 4, 2004  
**Time:** 7:30A-8:00A

**Description:** Congratulations! You've just graduated from college. Now your new job is to become gainfully employed. But what's that reality of that, in this day and age? Changes in the global economy have dramatically impacted employment prospects in the US and elsewhere around the world. Companies that offered a variety of promising career tracks just a few years ago, frequently have only a few entry level positions today. And downsizing has created even more competition for these openings. So what can new college graduates do to help them matriculate from an academic career... to a professional career in the everyday world of work? For some answers, we spoke with award-winning former wall-streeter, Maggie Craddock. She studied economics in the US and England, is on the Women's Leadership Board of the Kennedy School of Government at Harvard University, is Executive Coach, and author of *The Authentic Career*.

**Issue:** Job Tips for Recent College Graduates Part II  
**Program:** To The Best Of Our Knowledge  
**Date:** July 11, 2004  
**Time:** 7:30A-8:00A

**Description:** Streets are flooded this summer with tens of thousands of new college graduates pounding the pavement in search of jobs. Many recent grads are finding an employment environment very different than what they anticipated, or what their parents told them it was like when they graduated from college. We began by talking about how the job market is changing so rapidly; the need to compete for the same jobs with more experienced workers who may have been downsized; how to research companies and explore corporate cultures before the job application and interview; and when is the right time to talk about salaries and benefits? This week, we'll talk about pitfalls to watch for; the need to be flexible and resilient; and how long should new grads hold out waiting for that right job?

**Issue:** College Disability Services Help Students Graduate  
**Program:** To The Best Of Our Knowledge  
**Date:** July 11, 2004  
**Time:** 7:30A-8:00A

**Description:** Speaking of recent college graduates, this feature is about a young man who just earned his college degree. And his, is a truly remarkable story. There are some college students who face challenges much greater than final exams and research papers. These are students with a wide range of disabilities. Most schools now have developed departments in charge of disability services. We spoke with this student who just graduated from RPI with a degree in Industrial Management... after suffering a brain aneurism.

**Issue:** No Child Left Behind Act Debate  
**Program:** To The Best Of Our Knowledge  
**Date:** July 25, 2004  
**Time:** 7:30A-8:00A

**Description:** The US No Child Left Behind Act is as controversial today, as it was 2 ½ years ago when it was signed into law. And with the American presidential campaign in full swing, it continues to be a focal point for debate. We invited two people to travel the country representing opposing views of that debate to be with us this week and on our next program. Katie Haycock, Director of the Education Trust is a supporter of NCLB. Joel Packer, represents the National Education Association, the country's largest teacher's union, which has some reservations about certain areas of the education law.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

**Issue:** No Child Left Behind Act Debate, Part 2  
**Program:** To The Best Of Our Knowledge  
**Date:** August 1, 2004  
**Time:** 7:30A-8:00A

**Description:** As the American presidential race heats up, several key education issues are clearly defined. They include school choice, such as school vouchers... funding... class size... and certainly the No Child Left Behind Act, where areas like teacher qualifications and the required testing standards are under debate. To help us try to understand more about these major topics, we invited two guests back from our prior show. Joel Packer is Manager for ESEA policy for the National Education Association, the nation's largest teacher's union. In that capacity he does legislative lobbying work for the NEA specifically focused on the No Child Left Behind Act. They have many concerns about several provision of the NCLB law. Also with us is Katie Haycock, Director of the Education Trust in Washington D.C. It's a non-profit organization that devotes much of its efforts to schools serving concentrations of low income and minority students. She supports the No Child Left Behind.

**Issue:** Higher Education Financial Condition  
**Program:** To The Best Of Our Knowledge  
**Date:** August 15, 2004  
**Time:** 7:30A-8:00A

**Description:** Last week on TBOOK, we heard a congressman on the U.S. House Education Committee express his concerns about rising costs in higher education. This week, we hear the other side of that issue, from the university perspective. Revenue from endowments, fund raising, state appropriations, federal grants and tuition from foreign students have either declined, are flat, or are expected to rise only slightly. Meanwhile, costs of things like new construction, employee health care, computer security, and insurance are going up. As a result, higher education budgets at many schools are very tight. It's a situation that could bring even hardened corporate CEO's to their knees. So TBOOK turned to Columbia University President, Lee Bollinger, and asked him if it's these types of financial pressures that are causing more colleges and universities to hire business managers to lead their schools?

**Issue:** Coalition for Responsible Endowment Investments  
**Program:** To The Best Of Our Knowledge  
**Date:** August 15, 2004  
**Time:** 7:30A-8:00A

**Description:** Our first guest spoke about the importance of endowments. A group of college students around the U.S. have launched a coalition that hopes to pressure colleges and universities to more carefully examine their endowment investments. One of the groups' founders attends Williams College in Massachusetts where our TBOOK reporter caught up with him.

**Issue:** The Children at the Ancient Olympics  
**Program:** To The Best Of Our Knowledge  
**Date:** August 15, 2004  
**Time:** 7:30A-8:00A

**Description:** Athletes from countries around the world are assembled in Athens, Greece for the 2004 Summer Olympics. Games run through the end of this month. Malini Roy is a graduate assistant at the University of Florida in Gainesville, Florida who specializes in analyzing changing ideas of childhood. Her essay takes us back to ancient Greek times, to the early Olympiad, and to the children who were part of the games from the beginning.

## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY (Cont'd)**

**Issue:** National Science Foundation Series: Creating Women Stem Pioneers of the Future; Women in Science: How They Got There, and What's Still Needed?  
**Program:** To The Best Of Our Knowledge  
**Date:** August 22, 2004  
**Time:** 7:30A-8:00A

**Description:** Contrary to commonly held public opinion, parents, rather than peers or the media still have the greatest influence on their daughter's lives and life choices. Studies show that expectations and experiences from family and community members are more likely to influence girls' decisions to go into science, technology, engineering, and math, than even their innate abilities. TBOOK speaks with several scientists and educators who tell us their personal stories. They include: Dr. Heidi Newberg, Professor, Department of Physics, Rensselaer Polytechnic Institute, New York; Dr. Alycia Weinberger, Researcher in Astronomy, Department of Terrestrial Magnetism, Carnegie Institution of Washington D.C.; Ilana DeBare, Author, *Where Girls Come First: The Rise, Fall & Surprising Revival of Girls' Schools* and founding Board President, Julia Morgan School for Girls, Oakland, California; Rod Paige, U.S. Secretary of Education; and Michael Lomax, CEO and President, The United Negro College Fund.

**Issue:** College Binge Drinking  
**Program:** To The Best Of Our Knowledge  
**Date:** August 22, 2004  
**Time:** 7:30A-8:00A

**Description:** Binge-drinking has become an ingrained part of the culture on many college campuses in the United States, putting students at higher risk for drunk-driving, rape and death. In fact, according to statistics from the National Institute of Alcohol Abuse and Alcoholism, 1,400 college students die each year from alcohol-related injuries. Another study, this one from the Harvard School of Public Health, of more than 100 schools, found that 44% of students were binge drinkers. That's defined as consuming more than five drinks in one sitting. Researchers behind the study also report that drink specials at bars and taverns play a considerable role in influencing students to drink excessively. That's the sort of fact that could lead college officials and bar owners into adversarial roles. But TBOOK learns there may be a better way to handle this issue. Included in this story are students, bar owners, university police, and Dr. Henry Wechsler, Director of the College Alcohol Study.

**Issue:** National Science Foundation Series: Creating Women Stem Pioneers of the Future; Women in Science: How They Got There, and What's Still Needed?, Part 2  
**Program:** To The Best Of Our Knowledge  
**Date:** August 29, 2004  
**Time:** 7:30A-8:00A

**Description:** Last week, in the first part of our story on "Women In Science", we focused on how several studies show the importance of young women and girls getting introduced to science, math, and technology at earlier grade levels. We also heard about the important role parents play in encouraging their children to take more math and science. This week, scientists tell TBOOK their own stories, including if and how, they were impacted by role models along their academic and professional career paths. TBOOK speaks with several scientists and educators who tell us their personal stories. They include: Dr. Martha Gilmore, Professor of Earth and Environmental Sciences, Wesleyan University, Middletown, Connecticut; Dr. Heidi Newberg, Professor, Department of Physics, Rensselaer Polytechnic Institute, Troy, New York; and Dr. Alycia Weinberger, Researcher in Astronomy, Department of Terrestrial Magnetism, Carnegie Institution of Washington D.C.



## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

**Issue:** Cool Runnings and Beyond: The Story of the Jamaica Bobsleigh Team  
**Program:** To The Best Of Our Knowledge  
**Date:** August 29, 2004  
**Time:** 7:30A-8:00A

**Description:** Of course, most people these past several weeks have been hearing about this year's Summer Olympics in Greece. But there are other Olympic games, those in the winter, that obviously require a much cooler climate. And countries that do well, usually have long, cold winters... but not always. At the 1988 Calgary Olympics, an unknown Jamaican bobsled team burst onto the Winter Olympic scene and instantly became Olympic folklore. The four tropical islanders, who had never seen snow, dared to compete in a sport in which they had no prior experience. The Jamaican bobsled team's first try at the Winter Olympics resulted in a spectacular crash. The athletes endured hundreds of embarrassing jokes from stand-up comedians and sitcom T.V. shows. But determined to succeed, the team returned to the ensuing Winter Olympics and triumphed. In the process, they became folk heroes and the subject of the 1993 movie, Cool Runnings. Now, this sports history and the team's personal story is chronicled in a new book, Cool Runnings and Beyond: The Story of the Jamaican Bobsleigh Team, written by one of the team members who hopes to inspire students to achieve goals they may not have dreamed possible. TBOOK speaks with George Fitch, Jamaican Bobsled Team Founder and now Mayor of Warrenton, Virginia; Nelson Christian Stokes, author of this book and member of the team; and students Malcom Lewis, Bryan Martin, and Emon Heath from Grove Park Elementary School in Baltimore, Maryland.

**Issue:** The Man Who Walked Between The Towers  
**Program:** To The Best Of Our Knowledge  
**Date:** September 12, 2004  
**Time:** 7:30A-8:00A

**Description:** Thirty years ago, as the World Trade Center was being completed, French aerialist, Philippe Petit, threw a tightrope between the two towers and spent more than an hour walking, dancing and performing high-wire tricks a quarter of a mile high in the sky. This month also marks the anniversary, a much more solemn one. It's been three years since those same twin towers were brought crashing down by the September 11<sup>th</sup> terrorist attacks. So these two major events are forever linked by history and time. Now, the story of The Man Who Walked Between The Towers is out in children's book form, published by Roaring Book Press. It's written and illustrated by Mordicai Gerstein, and is this year's recipient of the famed Caldecott Medal, one of the most prestigious awards in children's literature.

**Issue:** A Conversation about 9/11 with Tanya Haj-Hassan  
**Program:** To The Best Of Our Knowledge  
**Date:** September 12, 2004  
**Time:** 7:30A-8:00A

**Description:** Tanya was born and raised in Amman, Jordan and plans to return there after graduating from college in the United States. She's Muslim and a student majoring in Human Biology at Stanford University in California. She currently serves as President and Founder of the Coalition for Justice, an organization that sheds light on global injustices. Also, this past year Tanya was Vice President of the Muslim Student Awareness Network at Stanford. TBOOK speaks to her about 9/11 and the impact it's had on her life.

## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY (Cont'd)**

**Issue:** Three Afghan Villages Rebuild Education System  
**Program:** To The Best Of Our Knowledge  
**Date:** September 19, 2004  
**Time:** 7:30A-8:00A

**Description:** While our first story dealt with history, our next story is directly from today's front page news. It's been over two years since America led forces fighting in Afghanistan ousted the hardline Islamic Taliban regime. Since then, hundreds of millions of dollars in aid sent from around the world has been invested to help rebuild the country, including its schools. But it did not take millions to help children in the remote Hindu Kush Mountains to go back to school. With a budget of just one and a half thousand Swiss francs a year, three villages in Nuristan are educating some 250 children, half of them girls! The project was the brainchild of Swiss gemstone trader, Josef Hefliger and his wife, who have over the last couple of decades traveled to Nuristan frequently.

**Issue:** School Choice  
**Program:** To The Best Of Our Knowledge  
**Date:** September 26, 2004  
**Time:** 7:30A-8:00A

**Description:** Charter schools have received a great deal of attention in the United States in the wake of the recent New York Times analysis that reported students in those schools performed worse than public school students. The Times report was lambasted by U.S. Secretary of Education, Rod Paige, who said the newspaper's methodology was wrong and served to undermine the advantages to this type of alternative schooling. But charter schools are only one type of a broad range of alternative educational programs known collectively as "school choice". Magnet schools, open enrollment, school vouchers and even home schooling can fall under the moniker of "school choice". In this election year, there seems to be a clear differentiation between the republican and democratic stance on which types of school choice programs may work best. As part of our Presidential Series looking at major educational issues, TBOOK speaks with several education advocates to hear their assessment.

**PUBLIC SERVICE ANNOUNCEMENTS**

KDND, KRXQ, KSEG, KSSJ and KWOD rotate Public Service Announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>	<u>KWOD</u>
National Ovarian Cancer Coalition	4	4	4	4	2
Healing Hands, Healing Hearts	4	4	3	5	4
Roseville Active 20/30 Club	3	4	3	2	3
Sacramento County Therapeutic Services	3	3	5	3	4
Elk Grove Chamber of Commerce	4	4	4	3	5
Placer County SPCA	5	3	4	5	3
Women's Civic Improvement Club	4	4	4	5	4
Bloodsource	4	4	3	4	5
City of Sacramento Summer Food Services	5	3	4	4	5
Discovery Museum	4	4	4	3	4
Sacramento Works	3	5	3	4	4
Cure Breast Cancer	3	4	3	4	5
Sacramento Horsemen's Association	4	3	4	3	2
Molina Health Care	5	4	4	4	5
Pink Ribbon Classic	4	4	5	4	3
Riata Ranch Cowboy Girls	4	4	4	3	5
Glen Edwards Middle School	3	4	3	3	4
Sacramento Zoological Education Program	3	5	4	4	5
Breast Cancer Research Foundation	4	4	3	5	4
Brad Shuder Scholarship Fund	5	3	4	4	2
Women's Peace Event	4	4	4	3	3
Sacramento Valley AIDS Walk	4	4	4	5	4
Another Choice, Another Chance	3	4	6	4	4
Camp Ross Relles	2	3	4	4	3
National Night Out	3	4	4	5	3
Sacramento Food Bank	3	4	4	3	4
Arthritis Foundation	5	4	4	3	4
Roseville Chamber of Commerce	5	3	3	5	5
Muscular Dystrophy Association	4	5	2	4	5
Alzheimer's Aid Society, Northern CA	4	4	3	4	3
Placer Child Abuse Prevention Council	3	4	2	5	5
Greater St. Stephen's Baptist Church	4	3	4	3	4
Sacramento Career Quest	4	4	4	4	2
Make-A-Wish Foundation	4	4	3	5	4
Summer Job Fair 2004	3	4	3	2	3
Celebration Arts	3	4	5	3	4
Recovery Happens	4	4	4	3	5
3 <sup>rd</sup> Annual Call for Unity	5	3	4	5	3
Ronald McDonald House	4	4	4	5	4
Court Appointed Advocate Program	4	4	3	4	5
California Coastal Clean-Up Day	5	3	4	4	5
Placer County Animal Shelter	4	4	4	3	4
St. Anthony's Parish	3	5	3	4	4
UC Davis Cancer Center	3	4	3	4	5
El Dorado Women's Center	4	3	4	5	3
Mother Lode Rehab Enterprises	5	5	4	4	5
Sacramento Area Emergency Housing	4	4	5	4	3
Kid's Safety Fair	4	3	4	3	5
CA 4-H Youth Development Program	3	4	3	3	4
Great American River Clean-Up	3	5	4	4	5
Cornucopia Food Closet	3	4	3	3	4

Bayside Church	4	3	4	4	2
Mercy Housing California	5	4	4	5	3
Center for Child Safety & Awareness	4	4	4	5	4
Environmental Council of Sacramento	4	3	6	4	4

#### **SACRAMENTO VALLEY BROADCASTERS ASSOCIATION / ASCERTAINMENT**

SVBA conducts Ascertainment interviews because the member stations believe it is an excellent way to stay in touch with community leaders and to stay informed about issues that should be reported on in news and public affairs programs. During an ascertainment interview, station representatives take notes on speakers' comments, which are then used to generate ideas for news and public affairs programs. Guests this quarter included speakers from the Sacramento County Animal Shelter, Sacramento Voters Registration and Elections, Bloodsource, Sacramento Association of Realtors, and the Sacramento/Yolo Mosquito & Vector Control District.

#### **NEWS REPORTS**

Entercom stations air newscasts twice an hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports include national and local news. The content of the news stories range from major national headline issues to those that directly and specifically affect the greater Sacramento area including the following: Education, Economy, Government, Health, Environmental/Energy/Transportation, Crime, Drug Abuse, Minorities/Women/Aging, and Youth/Family. On an average each newscast is made up of six stories for a total of over 2,300 topics per quarter.



NAME: David Brown ORGANIZATION: Sac/Yolo Mosquito & Vector  
JOB TITLE: Director TELEPHONE NUMBER: (916) 685-1022 Central  
DATE: 9/15/04 ADDRESS: Dist  
PLACE: Sac Valley Vector Ass. OC

GROUP CATEGORY (CIRCLE ONE):

Agriculture, Business, Charities, Civic / Neighborhood and Fraternal Organizations, Consumer Services, Culture, Education, Environment, Government,  
Military, Labor, Minority/Ethnic Groups, Elderly, Women's Groups, Youth/Students, Professionals, Public Safety / Health and Welfare, Recreation,  
Religion, Other: \_\_\_\_\_

INTERVIEWEE INDEX (CIRCLE ALL THAT APPLY):

Male Female Black Hispanic Asian Caucasian Other: \_\_\_\_\_

APPROXIMATE AGE (CIRCLE ONE):

19 and Younger 20 - 30 31 - 40 41 - 50 51 - 60 61 and Older

NOTES AND INFORMATION

For 5 days SYMVCD has maintained an effective mosquito & vector management program, significantly reducing mosquito productivity and vector borne diseases. 100,000 acres are treated annually with environmentally compatible materials to suppress mosquito breeding. West Nile Virus now more prevalent in California than any other state. Programs teach the public how to prevent mosquito breeding, how to protect one's self from being bitten, and what to do if a dead bird is found that may have West Nile. Vaccine available for horses, but not yet for people. SYMVCD responds to over 1200 customers requests for service each year. Other concerns: youth crime problems.



NAME: Gregory Vasek ORGANIZATION: Sac Assoc of Realtors  
JOB TITLE: Director TELEPHONE NUMBER: ( )  
DATE: 9/15/04 ADDRESS: \_\_\_\_\_  
PLACE: Sac. Br of Realtors

GROUP CATEGORY (CIRCLE ONE):

Agriculture, Business, Charities, Civic / Neighborhood and Fraternal Organizations, Consumer Services, Culture, Education, Environment, Government,

Military, Labor, Minority/Ethnic Groups, Elderly, Women's Groups, Youth/Students, Professionals, Public Safety / Health and Welfare, Recreation,

Religion, Other: Housing/Economy

INTERVIEWEE INDEX (CIRCLE ALL THAT APPLY):

Male Female Black Hispanic Asian Caucasian Other: \_\_\_\_\_

APPROXIMATE AGE (CIRCLE ONE):

19 and Younger 20 - 30 31 - 40 41 - 50 51 - 60 61 and Older

NOTES AND INFORMATION

Group represents more than 6,000 realtors and affiliate members in the Sacramento area. Since 1908, they have provided services programs & knowledge that distinguish Realtors from other agents. One of the hottest real estate markets in California and in the Country. Price of houses keeps going up - people keep moving to the area in record numbers.

Group seeks to identify & communicate innovations, promote professionalism and affect change in the real estate industry that benefit members and the community at large. They use access to the most current economic data, and legislative advocates to ensure property rights. Other Concerns: More money needs to be spent on schools.



NAME: Leslie Bates ORGANIZATION: Bloodsource Sacramento  
JOB TITLE: Director TELEPHONE NUMBER: ( )  
DATE: 9/15/04 ADDRESS: \_\_\_\_\_  
PLACE: Sac Board of Realtors

GROUP CATEGORY (CIRCLE ONE):

Agriculture, Business, Charities, Civic/Neighborhood and Fraternal Organizations, Consumer Services, Culture, Education, Environment, Government,  
Military, Labor, Minority/Ethnic Groups, Elderly, Women's Groups, Youth/Students, Professionals, Public Safety/Health and Welfare, Recreation,  
Religion, Other: \_\_\_\_\_

INTERVIEWEE INDEX (CIRCLE ALL THAT APPLY):

Male Female Black Hispanic Asian Caucasian Other: \_\_\_\_\_

APPROXIMATE AGE (CIRCLE ONE):

19 and Younger 20 - 30 31 - 40 41 - 50 51 - 60 61 and Older

NOTES AND INFORMATION

BloodSource is committed to growing with their community's and to consistently provide a readily available, safe blood supply. Recent flood storm caused major damage to facility - could not operate. Need for donors is very high as a result. Blood donations provide life-saving treatments to accident victims, surgery patients and many others in need. This site is the source for all blood used by over 40 hospitals in 18 counties: Merced to Oregon, Vacaville to Lake Tahoe. They are a source around the nation for other blood centers that need their supplies supplemented. Other concerns: Roadways in need of repairs, growth needs to slow in order to catch up with roadways.



NAME: Al Jawcett <sup>Admin. Serv. Officer</sup> ORGANIZATION: Sac Voters Registration + Election  
JOB TITLE: PR Director TELEPHONE NUMBER: (916) 875-6461  
DATE: Sept 15/04 ADDRESS: \_\_\_\_\_  
PLACE: Sac Valley Bd of Realtors

GROUP CATEGORY (CIRCLE ONE):

Agriculture, Business, Charities, Civic/Neighborhood and Fraternal Organizations, Consumer Services, Culture, Education, Environment, Government,

Military, Labor, Minority/Ethnic Groups, Elderly, Women's Groups, Youth/Students, Professionals, Public Safety / Health and Welfare, Recreation,

Religion, Other: \_\_\_\_\_

INTERVIEWEE INDEX (CIRCLE ALL THAT APPLY):

Male Female Black Hispanic Asian Caucasian Other: \_\_\_\_\_

APPROXIMATE AGE (CIRCLE ONE):

19 and Younger 20 - 30 31 - 40 41 - 50 51 - 60 61 and Older

NOTES AND INFORMATION

Mission - to provide opportunity + means for participation in the election process, be effective efficient + responsive to customer needs through continuous improvement, achieve educational opportunities, and ensure legal requirements are met + always applied during voting. Responsibilities: service absentee voters, conduct public elections in Sac County, maintain database of all registered voters in Sac County,

encouraging qualified citizens to register to vote and to cast their ballot on election day. They recruit poll workers (and train them). Also provide links to related websites. This presidential election is expected to have large voter turnout.

New rules about electronic voting needing paper back ups. Other concerns: illegal immigrants





NAME: Carol Gae ORGANIZATION: Sac County Animal Shelter  
JOB TITLE: PR Director TELEPHONE NUMBER: (916) 368-PETS  
DATE: 9/15/04 ADDRESS: 4290 Bradshaw Rd  
PLACE: Sac Valley Bd of Realtors Sac, CA 95827

GROUP CATEGORY (CIRCLE ONE):

Agriculture, Business, Charities, Civic / Neighborhood and Fraternal Organizations, Consumer Services, Culture, Education, Environment, Government, Military, Labor, Minority/Ethnic Groups, Elderly, Women's Groups, Youth/Students, Professionals, Public Safety / Health and Welfare, Recreation, Religion, Other: \_\_\_\_\_

INTERVIEWEE INDEX (CIRCLE ALL THAT APPLY):

Male Female Black Hispanic Asian Caucasian Other: \_\_\_\_\_

APPROXIMATE AGE (CIRCLE ONE):

19 and Younger 20 - 30 31 - 40 41 - 50 51 - 60 61 and Older

NOTES AND INFORMATION

TEAM - Teaching Everyone Animals Matter  
Seeks to reduce the number of healthy, adoptable, unredeemed animals who end up at the shelter each year, many of whom ultimately must be destroyed for lack of homes. Goals include improving public awareness of animal care & responsibility issues, expanding humane education & humane law enforcement capabilities, providing foster care & breed rescue assistance, and maintaining a consistent, well-trained corp of volunteers. TEAM has plans for fundraising - want new outdoor exercise area for adoptable dogs, off-site humane education programs, upgraded dog & cat kennels, and an annual Care Faire to bring people & animals together. Other Concerns: Human overpopulation starting in Sac.